

Media Manager



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WELLNESS WALK
DIABETES UK

DIABETES UK
HEALTHY LIVING. FIGHT DIABETES.

WHO WE ARE

For nearly 5 million people with diabetes in the UK, there's no day off. At Diabetes UK, we fight day in, day out for better care, treatment and support. We won't stop until diabetes can do no harm. With more people than ever living with diabetes and millions more at risk of developing type 2, our work has never been more needed.

We can't do any of this without you. Our staff are passionate and determined about helping everyone affected by diabetes. For over 85 years, they've been behind vital policy changes, as well as new treatments and technologies to make living with diabetes easier every day. But there's more to do. And you can be part of it.

We're a really diverse bunch and we recognise and respect your value as an individual.

As well as helping people with diabetes, you'll be part of one of the top 30 Best

UK Charities to Work For, and one of the top 75 Best Large Companies in London.

Tackling inequality is part of our mission, and we're committed to being a diverse and inclusive organisation, for all of our people and volunteers. We have a friendly and inclusive culture, with a range of staff networks and ways to get involved. You can find out more about our approach to equity, diversity and inclusion in our strategy here [EDI Strategy Branded version 22 March 2023.pdf](#).

Our vision is a world where diabetes can do no harm. Join us today, and together, we can make that a reality.



Job description

Role title: Media Manager

Contract type: Permanent

Hours: 35 hours (full time)

Band: 5

Location: Hybrid with one day per week from any of our offices (London, Cardiff, Glasgow, Lisburn, Wolverhampton, Warrington, Taunton)

Key relationships: Policy & Public Affairs, Marketing, Social Media, Stories, Celebrity, Regions & Nations, Healthcare Engagement

Key focus of the role:

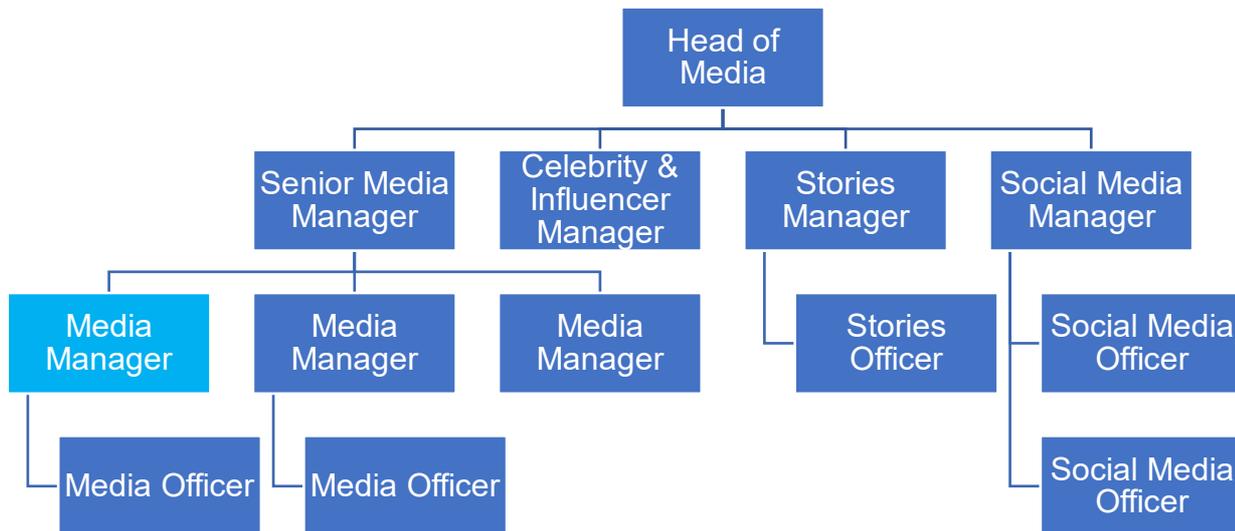
This role is responsible for securing media coverage across a range of outlets while leading the press activity for our policy and campaigning work. As the media lead for Policy, you'll identify compelling stories and drive forward bold, creative media campaigns to ensure Diabetes UK's policy and influencing work receives standout and sustained media coverage.

As part of a UK-wide media team, you'll also support our Regions & Nations teams' press activity to deliver engaging communications across the UK. You'll also play a key role as part of the press team's busy newsdesk, fielding reactive enquiries and supporting our expert spokespeople. The role involves working with colleagues at every level in teams across the charity, and has one line report.

Directorate and team

This role sits in the [Media Team](#) in the [Engagement and Fundraising Directorate](#)

Media team



Person specification

All jobs at Diabetes UK are based on

- The key activities you'll undertake and
- The skills, knowledge, experience and behaviours you need to be successful in this role

You will be able to:

- Develop compelling media angles that bring policy & influencing work to life, using both data-driven and human interest stories.
- Collaborate and negotiate with colleagues to develop and deliver integrated media campaigns of scale and impact, appropriate to the intended audience(s).
- Use excellent written communications skills to write sharp, engaging copy for a variety of audiences.
- Work at pace as part of a busy press team, supporting junior colleagues to deliver a proactive and reactive media service.
- Build relationships with journalists and be confident in pitching stories.

- Understand the requirements essential to multi-channel content creation and repurposing.
- Continuously show commitment to producing quality work, with an eye for detail.

You will have experience in:

- Gathering insights and evaluating impact to constantly test and learn what works and what doesn't.
- Creating and delivering strong stories that capture the imagination and evaluating the success of stories when they've been issued to the media.
- Using your strong interpersonal skills to develop positive relationships with stakeholders, both internally and externally.
- Working with storytellers in an appropriate and sensitive manner.
- Supporting and guiding junior colleagues to succeed in their roles

You will have skills in:

- Inspiring and influencing individuals and teams at all levels of the charity.
- Project management, including time and resource management.
- Communicating clearly, both in writing and verbally.
- Distilling complex information to form a clear narrative.

You will have knowledge of:

- The UK media and political landscape.
- Ability to spot, and tell a good story, to help a variety of different stakeholders to do the same.
- The reputational and safeguarding risks involved with media relations and social media, and how to mitigate against these risks.
- GDPR and consent issues in a media context.

The best person for this job will be (behaviours):

- Calm and proactive, with the ability to adapt and prioritise effectively and manage competing deadlines.
- A strategic thinker, with the ability to identify how to most effectively drive forward our ambitions.
- Able to challenge colleagues while maintaining excellent relationships across the organisation.
- A committed team player who is thinking of the bigger picture.

Qualifications/professional membership (if applicable):

Desirable but not essential: recognised communications qualification e.g. CIPR certificate, NCTJ-accredited qualification, or level 4 Public Relations apprenticeship

Benefits

We know you do more than just work. And that means you might be a parent, carer, friend, volunteer or partner.

We want to make sure that we can help you create a good balance between work and the other parts of your life.

And one way we do that is with benefits we offer you.



Annual leave

We want you to make sure you get time off to rest and relax. So, all full-time permanent employees get 25 days off a year, with bank holidays on top of this.



Connected working

We have adopted a 'connected working' way of working. This means that, for most roles, you are not required to work in an office location every day.



Pension

We enrol everyone into our pension and all new colleagues joining us will get information on the pension scheme. We make an employer contribution of at least 5%.



Healthcare

Our cash healthcare plan that allows you to claim back the cost of regular health appointments and treatment, like the dentist and optician.



Learning and development

We help you to continually develop and achieve your career goals, including offering a wide range of training which happens throughout the year.



Gym membership

We have a gym membership discount scheme through our cash healthcare plan provider. You can use this at a wide variety of gyms around the UK.



Our Networks

A range of active and supportive colleague networks such as the Pride network, Global Majority network and Women's network.



Early finish Friday

Early finish Friday and flexible working as part of our approach to activity-based working (not applicable to roles with fixed shift patterns).



Employee assistance programme

Employee assistance programme to give you support on any issues that come up in life.



Annual season ticket loan

Annual season ticket loan* (on completion of your probation period and if contract is permanent or longer than 12 months).



Cycle to work scheme

Cycle to work scheme.

Get in touch

Email recruitment@diabetes.org.uk

Call **0345 123 2399**

Visit diabetes.org.uk

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

