

# SOCIAL MEDIA OFFICER



**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: Social Media Officer

Contract type: Permanent

Hours: 35 (Full time)

Band: 6

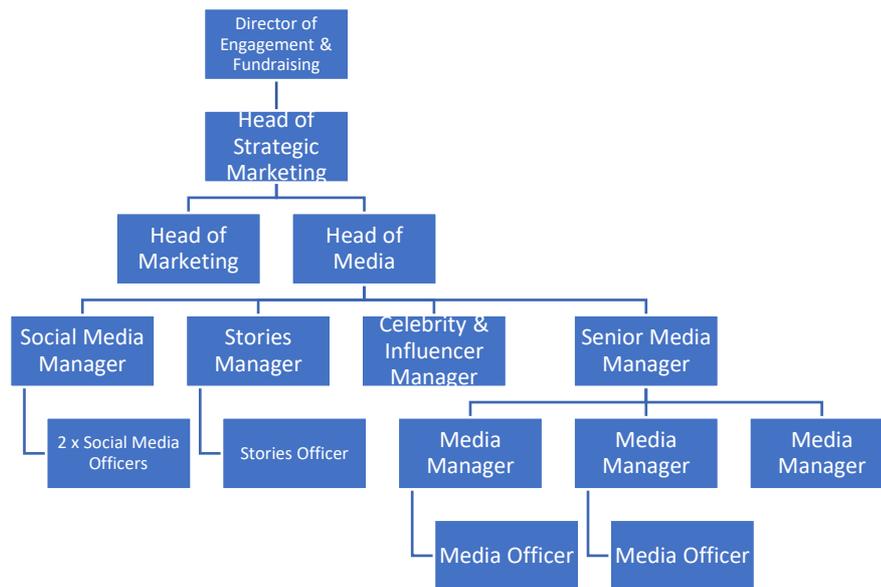
Key relationships (internal and external): Internal: Media, Stories, Celebrity and Influencer, Regions & Nations teams, Marketing, Brand and Creative, Policy, Campaigns and Mobilisation, Commercial, Events, Fundraising, Research, Care, Together Type 1, Volunteering, Healthcare Engagement, Partnerships. External: Storytellers, marketing agencies, videographers, photographers.

## Key focus of the role:

Support the Social Media Manager to deliver organic social media across all Diabetes UK social platforms in support of our engagement, fundraising, influencing and brand awareness goals. Grow and develop our organic social media channels to create a bigger and more engaged community, working closely with internal teams across our UK-wide organisation to deliver against our strategic ambitions.

## Directorate and team

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



## 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 and deliver relevant, engaging content for Diabetes UK's organic social media channels, to grow our following, deepen engagement and grow brand love.
- Think creatively and respond quickly to trends and opportunities.
- Work with our teams across the UK to deliver our ambitions across social media channels, and share guidance, tools, content and insight across the organisation.
- Work as part of a social media team, generating new ideas, sharing insight and embracing creativity.
- Produce evergreen content which teams can use and adapt to meet their needs.
- Write content creation briefs for our storytellers, influencers and celebrities.
- Support the Media Team with reactive comms on social media, including crisis comms when needed (which may, on occasion, be out-of-hours)
- Support the wider marcomms teams in delivery of social media activity in support of key organisational moments such as Diabetes Week, World Diabetes Day and key fundraising campaigns.

- Ensure audience needs and feedback are always factored into our communications
- Represent Diabetes UK at events, to capture live social media coverage and post-event content.
- Work with the Supporter Care team to ensure our online communities receive a high level of support through effective moderation and community management.
- Feed into our reporting framework to monitor and evaluate the impact of our social media activity and regularly share insights with key stakeholders.
- Ensure we are using a strong brand voice across our channels, adapting our approach to drive relevance for different audiences and channels.
- Work closely with internal teams, to embed the principles of good social media engagement across the organisation.
- Proactively seek opportunities for Diabetes UK to join wider, relevant conversations on social channels.
- Adopt an analytical mindset with the ability to closely monitor performance and adopt a test and learn approach to shape future activity and content

**You will have experience in:**

- Creating graphics and videos for organic social media platforms (Facebook, Instagram, X, TikTok, LinkedIn)
- Writing excellent, engaging copy and adapting it to the needs of different audiences and channels
- Working from a social media content calendar.
- Working in a team and being prepared to collaborate with others.
- Social media management systems (ideally Orlo or Sprout Social) to manage day-to-day scheduling and posting of social media content
- Adobe Premiere Pro or equivalent video editing software (Essential), Canva (Essential), Adobe InDesign (Desirable), Adobe Photoshop (Desirable)
- Interacting with online communities on social media to promote positive engagement among followers.

**You will have skills in:**

- Translating complex information into engaging social media content
- Using audience insight to develop our work
- Working with an organisation's established brand guidelines.
- Managing multiple requests across a large organisation and prioritising accordingly.

**You will have knowledge of:**

- Best practice across social media platforms
- The charity social media landscape
- How to approach sensitive stories and what needs to be considered before sharing them online
- An understanding of data protection and safeguarding in a social media context

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

- Enthusiastic and passionate about the opportunity to bring about change for people affected by diabetes. A creative thinker, who can move quickly in response to fast-moving trends and opportunities
- Flexible, disciplined and able to use excellent organisation skills to prioritise work effectively under pressure.
- Able to approach challenges in a calm and pragmatic way.
- Able to work collaboratively with various teams and to build and maintain strong working relationships.
- Able to use your knowledge and experience in social media to upskill and empower other internal teams.
- Collaborative and a strong team player – looks to build upon people's ideas, and contributes to a safe creative space where we can discuss new concepts.
- Someone that puts the needs of people with diabetes first. Committed to co-creation and co-development with people with diabetes and seeks evidence of audience needs to make work relevant.
- Willing to share knowledge and insight, to make the whole team stronger.

**Qualifications/professional membership (if applicable):**

- Degree or equivalent qualification in a relevant field, such as Marketing, Journalism, Public Relations, Media Studies, Communications, Graphic Design
- At least 1-2 years' experience in a similar role.

# 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.



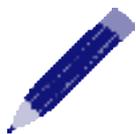
## Pension

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](mailto:recruitment@diabetes.org.uk)

Call **0345 123 2399**

Visit [diabetes.org.uk](https://diabetes.org.uk)

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

