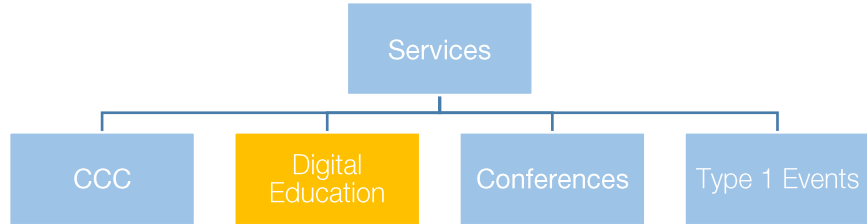
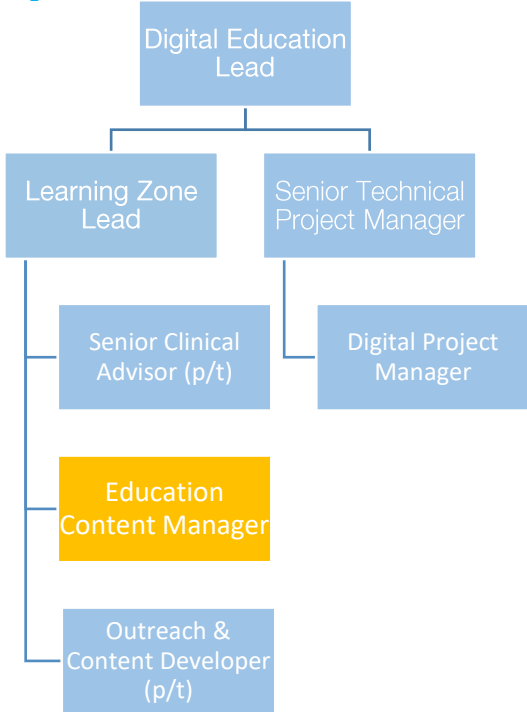


<p><b>Job Title</b> <b>Content Manager (Education)</b></p>	<p><b>Directorate and team</b> This role sits in the Digital Education Team in Services</p>
<p><b>Key focus of the role</b></p> <p>This role produces and manages multi-media content for Learning Zone, Diabetes UK's online education platform, providing tailored support to help people with diabetes effectively manage their condition.</p>	<p><b>Department</b></p>  <pre> graph TD     Services[Services] --&gt; CCC[CCC]     Services --&gt; DigitalEducation[Digital Education]     Services --&gt; Conferences[Conferences]     Services --&gt; Type1Events[Type 1 Events]     </pre>
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>Deliver best-in-class, tailored, education content for the diabetes community, in collaboration with people with diabetes.</li> <li>Own, manage and produce the digital content assets, and the course structures, in the platform's Learning Management System (LMS).</li> <li>Devise and create content for platform features that will help users self-manage and support behaviour change in real world settings.</li> <li>Use feedback and analytics to evaluate user patterns and outcomes, to iteratively improve and ensure best performance of content &amp; functionality.</li> </ul>	<p><b>Job and reporting Line</b></p>  <pre> graph TD     DigitalEducationLead[Digital Education Lead] --&gt; LearningZoneLead[Learning Zone Lead]     DigitalEducationLead --&gt; SeniorTechnicalProjectManager[Senior Technical Project Manager]     LearningZoneLead --&gt; SeniorClinicalAdvisor[Senior Clinical Advisor (p/t)]     LearningZoneLead --&gt; EducationContentManager[Education Content Manager]     LearningZoneLead --&gt; OutreachContentDeveloper[Outreach &amp; Content Developer (p/t)]     SeniorTechnicalProjectManager --&gt; DigitalProjectManager[Digital Project Manager]     </pre>
<p><b>Contractual information</b></p> <ul style="list-style-type: none"> <li>Contract type: Permanent</li> <li>Hours: 35</li> <li>Pay range: Band: Band 5</li> </ul>	
<p><b>Key working relationships internal</b></p> <ul style="list-style-type: none"> <li>All teams, directorates, and project groups within Diabetes UK</li> </ul>	
<p><b>Key working relationships external</b></p> <ul style="list-style-type: none"> <li>Freelance content producers, digital and content agencies, commercial organisations and funders, health-related charities, and people living with or affected by diabetes.</li> </ul>	

All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- the key activities you'll undertake (**the What**) and
- the skills, knowledge, experience and behaviours you need to be successful in this role (**the How**).

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

### Key activities – What you need to do

MAKING CHANGE HAPPEN	IMPROVING DELIVERY	COMMUNICATING WITH OTHERS	BUILDING EXTERNAL RELATIONSHIP
<ul style="list-style-type: none"> <li>• <b>Responsible for delivering best-in-class, tailored, interactive education content for Learning Zone and its associated channels.(S)</b></li> <li>• <b>Own, build and manage Learning Zone's digital content assets, features and structures in the Learning Management System (LMS/CMS).(S)</b></li> <li>• <b>Plan, research, write, produce, review &amp; amend content in a range of formats, including: copy, scripts, videos, podcasts, social, UGC, quizzes and app-style tools &amp; features.(S)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Create Learning Zone's content roadmap &amp; production schedule, and manage content project spend.(S)</b></li> <li>• Apply latest research-based learning and behaviour change theory to maximise the platform's educational performance.</li> <li>• <b>Use evaluation and analytics to iteratively improve Learning Zone's content and functionality. (S)</b></li> <li>• Use data and user insight to maximise platform performance and meet charity outcomes &amp; KPIs.</li> </ul>	<ul style="list-style-type: none"> <li>• Plan, schedule and manage the project spend for content workstreams with effective financial stewardship.</li> <li>• <b>Work with the team's clinical, UX and technical specialists to drive the development of life-long learning content that helps users self-manage, and supports real world behaviour change.(S)</b></li> <li>• Guide &amp; support the team on all digital content related workstreams: lead on ideas generation; produce relevant content; plan and manage content lifecycle.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Procure and manage external content freelancers &amp; agencies: writing briefs; reviewing &amp; amending content; overseeing delivery of their work on time and within their allocated budget.</b></li> <li>• Work with charity colleagues to source and manage co-production with people living with diabetes.</li> <li>• Work with specialist agencies to ensure the platform meets inclusion, usability and accessibility standards &amp; frameworks</li> </ul>

**Skills, knowledge, and behaviours – How you need to do it**

MAKING CHANGE HAPPEN	IMPROVING DELIVERY	BUILDING EXTERNAL RELATIONSHIP	COMMUNICATING WITH OTHERS
<ul style="list-style-type: none"> <li>• <b>Proven track record of producing innovative content and creative solutions, which engage and inspire change.(S)</b></li> <li>• <b>Experience working on complex projects with busy schedules, delivering high volumes of content, working to tight deadlines. (S)</b></li> <li>• Experience of working with Learning / Content Management systems (CMS / LMS).</li> <li>• Good understanding of behaviour change and/or how digital content can sustain engagement over time to deliver outcomes in the real world.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Experience in multi-media content planning, production and review processes, showing good editorial judgement across a range of formats. (S)</b></li> <li>• <b>Excellent skills in industry standard production software eg Microsoft and Adobe; or similar. (S)</b></li> <li>• Excellent organisational skills, with a practical and methodical approach, and high attention to detail</li> <li>• <b>Experience of analytics and evaluating content performance; and then making iterative improvements. (S)</b></li> </ul>	<ul style="list-style-type: none"> <li>• Pro-active with a can-do attitude.</li> <li>• Awareness of co-production best-practices, including working with case-studies, conducting interviews, user insight gathering, production logistics.</li> <li>• <b>Experience of overseeing work delivered by agencies/freelancers: writing briefs; review &amp; signoff, managing budgets. (S)</b></li> <li>• <b>Keeping up-to-date on the latest content, e-learning, behaviour change and digital health developments. (S)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Excellent verbal and written communication skills, and the ability to engage with people from all walks of life. (S)</b></li> <li>• Experience producing and managing health information, or e-learning content.</li> <li>• <b>Experience of writing and creating content or marketing for different channels and audiences. (S)</b></li> <li>• Good understanding of industry best practices and content quality standards of readability, inclusion, accessibility and usability.</li> </ul>

**Qualifications – Qualifications you need to carry out this role**

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