

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



**MEDIA MANAGER -
RESEARCH**

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.

We're committed to protecting and promoting the welfare of children and adults at risk, and we need our staff and volunteers to support this.

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 (Research)

Contract type: Fixed-Term Contract -12 months

Hours: 35 (full-time)

Band: 5

Key relationships (internal and external): Research Communications, Marketing Communications, Care team, Universities and researchers, journalists.

Key focus of the role: Reporting to the Senior Media Manager, this role will be responsible for delivering against the media strategy that supports our ambitious strategic goals and outcomes.

As part of the national media team, the Media Manager will play a critical role in managing the reputation of the charity and raising the profile of the ground-breaking research that Diabetes UK funds. You will ensure delivery against key objectives and KPIs and you will oversee a diverse, wide-ranging portfolio of projects whilst working with colleagues at every level in multi-functional teams across the charity.

Leading on headline-grabbing campaigns and issues you will ensure key diabetes developments receive standout and sustained media coverage across print, broadcast and digital news outlets.

Directorate and team

This role sits in the [Content and News team](#) in the [Engagement and Fundraising Directorate](#).

Department



Main responsibilities

1. Develop and deliver proactive media activities to raise the profile of Diabetes UK, and the ground-breaking research we fund, through creative media tactics.
2. Analyse and translate complex medical and scientific information into outstanding press materials.
3. Act as first line of response to media enquiries; generate Q&As and brief spokespeople as part of a busy press office.
4. Build and maintain relationships with relevant media contacts to inform and strengthen Diabetes UK's media activity and profile.
5. Identify reputational risk and undertake appropriate crisis communications/ reputation management processes as required.
6. Promote Diabetes UK events and meetings, and attend them as required, which may include out-of-hours working, and take part in an out-of-hours media rota.
7. Recruit and manage media volunteers to pitch powerful human-interest stories to relevant media
8. Evaluate media activity and share learnings
9. Ensure processes are put in place to communicate and share media activity and good practice internally to maximise opportunities and improve quality.

Person specification

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)

You will be able to:

- Write accurate and compelling copy
- Prioritise and reprioritise in a busy press office and changing news environment
- Establish and maintain strong professional relationships with journalists
- Work with and adapt communication styles for a range of internal and external stakeholders
- Identify reputational risk and undertake appropriate crisis communications/ reputation management processes as required.
- Advise colleagues and stakeholders on media approaches

You will have experience in:

- Working with complex source material, ideally scientific research, and writing this in an accessible and engaging format for media
- Working in a busy press office, responding to national media requests
- Preparing and supporting spokespeople for high-profile media interviews
- Writing impactful and attention-grabbing press releases and pitches for a range of media including national news, features, scientific or medical trade media
- Preparing briefings and Q&As for media and spokespeople
- Project management
- Working with a range of internal and external stakeholders to deliver projects against tight deadlines
- Evaluation and reporting on media activity
- Spotting a story and turning it into impactful media coverage
- Responding to external news hooks
- Evaluating risk and advising colleagues

You will have skills in:

- Ability to deliver high-quality media relations
- Excellent writing skills
- Ability to communicate complex information to a range of audiences
- Work collaboratively across teams to create the most appropriate media story to support the aims of the project.
- Ability to spot, and tell a good story, to help a variety of different audiences do the same.

You will have knowledge:

- Project management, including time planning, time management, and resource.
- Providing media insights to showcase what works and learn from what doesn't.
- Guiding teams in how to find a news hook that supports key charitable activities.
- Supporting wider Marketing and Communications team in delivering impactful media stories for key organisational moments.
- Understanding the requirements essential to multi-channel content creation and repurposing.

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

- Someone who has a passion for science, research and communications
- Is comfortable with detail
- Committed to accuracy with a flair for the creative
- Have a calm, proactive approach with the ability to adapt and prioritise effectively whilst undertaking multiple activities simultaneously
- Feedback to project teams when things have been successful and when they have been challenging.
- Be a leader in identifying new sources of media stories and responding to trends

Qualifications/professional membership (if applicable):

N/A

Diabetes UK is committed to fundraise in a way that is legal, open, honest and respectful and expects all staff and volunteers to share this commitment. We are registered with the Fundraising Regulator and you will be expected to adhere to the Code of Fundraising Practice.

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 the benefits we offer you.



Annual Leave

We want 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 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 careers goals, including offering a wide range of training, which happens throughout the year.



Gym membership

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

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

