

# SOCIAL MEDIA MANAGER



**DIABETES UK**  
KNOW DIABETES. FIGHT DIABETES.

WELLNESS WALK  
DIABETES UK

DIABETES UK

# 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 Manager

Contract type: Permanent

Hours: 35 per week (full time)

Band: Band 5

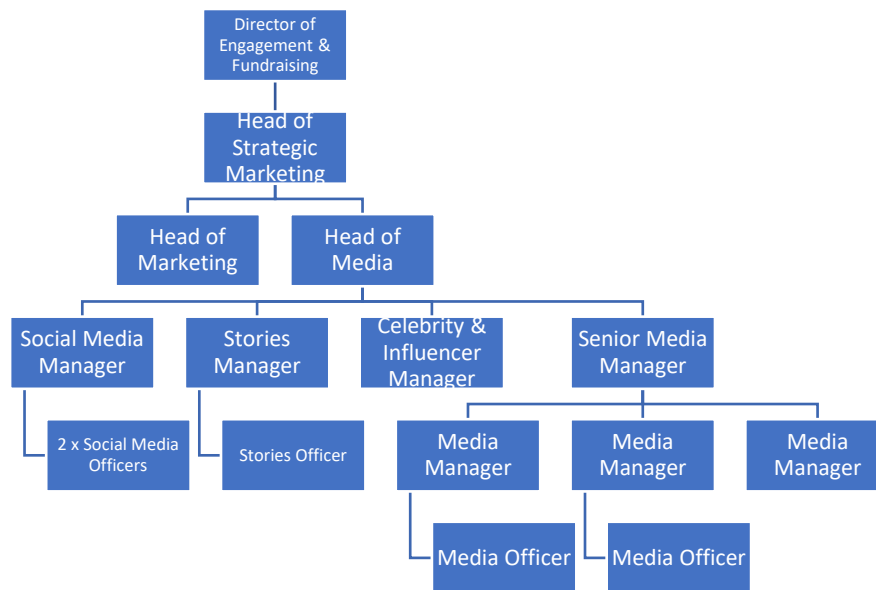
**Key relationships (internal and external):**

**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:** Develop our social media strategy and deliver organic social media across 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:

- Working in support of our wider communications strategy, deliver an integrated, audience-first strategy for communicating our ambitions through Diabetes UK's current organic social media channels, to grow our following and deepen engagement with our existing followers across the UK.
- Ensure our social content is accessible to all and meets and exceeds all best practice guidelines
- Develop plans to grow our presence on existing social media channels, and explore new channels where appropriate, to help us reach new audiences and remain competitive in the social media space.
- Manage a busy workload with sometimes conflicting pressures across an organisation.
- Work with our teams across the UK to deliver their needs across our social media channels, and share guidance, tools, content and insight

- Support the wider marcomms teams in delivery of social media plans in support of key organisational moments such as Diabetes Week and World Diabetes Day.
- Build a consistent brand and tone of voice into our plans across all channels and content across the UK.
- Embed a joined-up approach to social media across the organisation
- Support the Media Team with reactive comms on social media, including crisis comms when needed (which may, on occasion, be out-of-hours).
- Work with the Supporter Care team to ensure our online communities receive a high level of support through effective moderation and community management.
- Develop a reporting framework to monitor and evaluate the impact of our social media activity and regularly share insights with key stakeholders.
- Work closely with and upskill teams across the charity to embed the principles of good social media engagement across the organisation.
- Work with the supporter care team to develop a social listening strategy, to track how diabetes and Diabetes UK are being talked about on social media and gain a better understanding of the public conversation around diabetes.
- Proactively seek opportunities for Diabetes UK to join wider, relevant conversations on social channels
- Keep up to date on new social media practices and opportunities.
- Manage and develop our two Social Media Officers

**You will have experience in:**

- Driving change through clear, joined-up strategy development in service of our organisational ambitions
- Extensive knowledge of social media best practice.
- An understanding of the charity social media landscape.
- An understanding of GDPR and safeguarding in a social media context.
- Experience delivering crisis communications for a high-profile organisation
- Social media coverage of live events
- Adobe Premiere Pro or equivalent video editing software (Essential), Canva (Essential), Adobe InDesign (Desirable), Adobe Photoshop (Desirable)

**You will have skills in:**

- **Collaboration**
- **Communication**
- **Strategic thinking**
- **Best practice**
- **Managing and developing others**

- Understanding audience needs

You will have knowledge:

- Experience using social media management systems (ideally Orio) to manage the day-to-day scheduling and posting of social media content.
- Experience of interacting with online communities on social media to promote positive engagement amongst followers
- Experience of using social media listening tools to develop and deliver a social listening strategy.

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

- A clear strategic thinker, able to cut through the noise to focus our activity where it is most needed
- Enthusiastic and passionate about the opportunity to bring about change for people affected by diabetes.
- Flexible, disciplined and able to use excellent organisation skills to prioritise work effectively quickly
- Ability to approach challenges in a calm and pragmatic way.
- Ability to work collaboratively with various teams and to build and maintain strong working relationships.
- Able to take a creative approach
- Able to use your knowledge and experience in social media to upskill and empower other internal teams.

Qualifications/professional membership (if applicable):

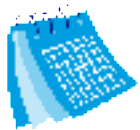
- Degree or equivalent qualification in a relevant field, such as Marketing, Journalism, Public Relations, Media Studies, Communications, Graphic Design
- At least 1-2 years' experience in a similar role.

# 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.



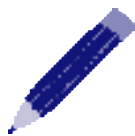
#### **Pension**

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

