

Job Description

Role Title: Content Manager (Education)

Contract Type: Permanent

Hours: 35

Band: 5

Key Relationships:

Internal: All teams, directorates, and project groups within Diabetes UK.

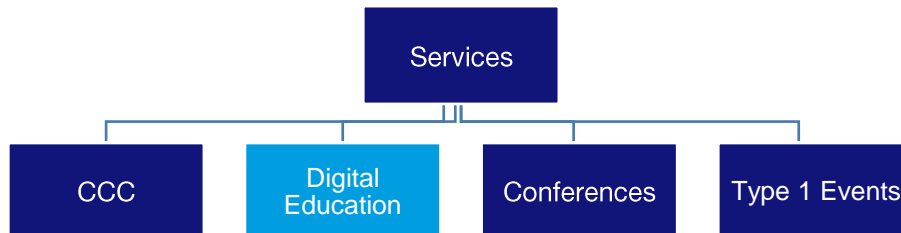
External: Freelance content producers, digital and content agencies, commercial organisations and funders, health-related charities, and people living with or affected by diabetes.

Key focus of the role: 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.

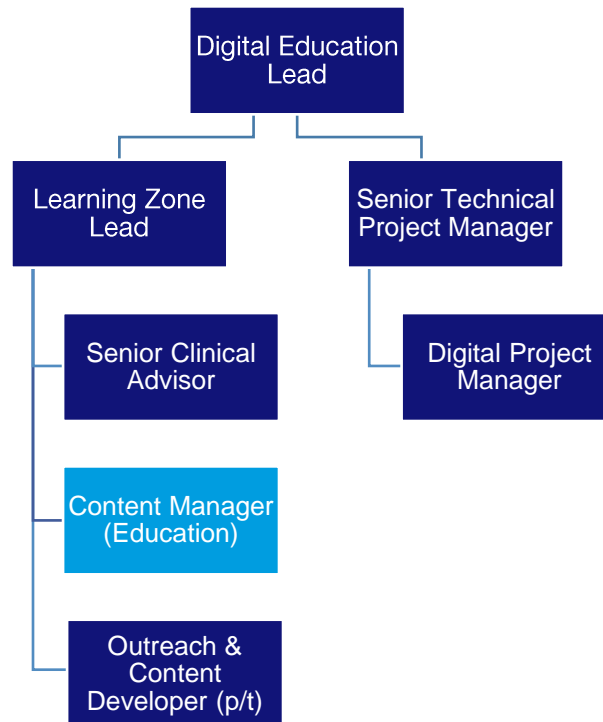
Directorate and team

This role sits in the [Digital Education Team](#) in the [Operations Directorate](#).

Department:



Role and reporting Line



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**)

Key activities – What you need to do

1. Deliver best-in-class, tailored, interactive education content for Learning Zone and its associated channels, to support the diabetes community.
2. Co-produce content in collaboration with people living with diabetes, and work with charity colleagues to source and recruit participants.
3. Plan, research, write, produce, review & amend content in a range of formats, including: copy, scripts, videos, podcasts, social, UGC, quizzes and app-style tools & features
4. Devise and create content for digital platform features & functionality that will help users self-manage and support behaviour change in real world settings.
5. Create Learning Zone's content roadmap & production schedule, and manage content project spend with effective financial stewardship.
6. Apply latest research-based learning and behaviour change theory to maximise the platform's educational performance.
7. 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.
8. Own, manage and produce the digital content assets, features, course structures, and content lifecycle in the platform's Learning Management System (LMS/CMS).
9. Effectively build and maintain excellent internal relationships with key colleagues in directorates across the charity (e.g. Marcomms, Fundraising, other digital services,

and teams in the Nations and Regions) to achieve outputs in line with education strategy goals and wider charity drivers.

10. Procure and manage external content freelancers & agencies: writing briefs; reviewing & amending content; overseeing delivery of their work on time and within their allocated budget.
11. Work with specialist agencies to ensure the platform meets inclusion, usability and accessibility standards & frameworks
12. Use feedback and analytics to evaluate user patterns and outcomes, to iteratively improve and ensure best performance of content & functionality, and help us deliver our KPIs and charity outcomes.

How you need to do it (the How)

Skills

1. Excellent content production skills in industry standard production software eg Microsoft and Adobe; or similar.
2. Excellent content management skills, review and feedback processes, good financial stewardship, using Content Management systems.
3. Excellent verbal and written communication skills, and the ability to engage with people from all walks of life.
4. Ability to write and create content / marketing for different channels and audiences.
5. Confident using analytics and evaluating content performance; and then using that data to inform and make iterative improvements to content.

Knowledge

1. Excellent knowledge of multi-media digital content production processes in a variety of formats, including: copy-writing, video, audio/podcasting, social, UGC, quizzes and app-style tools & features
2. Practical knowledge of multi-media content planning, production and review processes; showing good editorial judgement across a range of formats.
3. Good understanding of behaviour change and/or how digital content can sustain engagement over time to deliver outcomes in the real world.
4. Awareness of co-production best-practices, including working with case-studies, conducting interviews, user insight gathering, production logistics.
5. Good understanding of industry best practices and content quality standards of readability, inclusion, accessibility and usability.

Experience

1. Experience producing and managing health information, or e-learning content.
2. Proven track record of delivering innovative content and creative solutions, which engage and inspire change.
3. Experience working on complicated projects with busy schedules, delivering high volumes of content, working to tight deadlines.
4. Experience of overseeing work delivered by content producers and agencies/freelancers: writing briefs; review & signoff, managing budgets.
5. Experience of working with Learning / Content Management systems (CMS / LMS).

Behaviours

1. Pro-active, with a can-do attitude.
2. Highly organised and methodical, with high attention to detail.
3. Works well within a multi-disciplinary team, but also can work independently to deliver key content tasks and projects.
4. A creative thinker and problem-solver, able to manage complex workstreams.
5. Keeping up-to-date on the latest content, e-learning, and digital health & behaviour change developments.

Qualifications/professional membership (if applicable):