

## Job Description

**Role Title:** Clinical Advisor (Digital Education)

**Contract Type:** Permanent

**Hours:** 35 (full-time)

**Salary:** £34,913 - £38,792

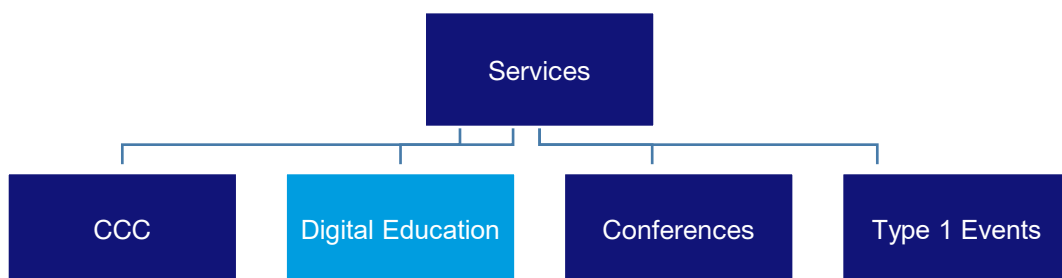
**Key Relationships:** **Internal:** All members of staff, Council of Healthcare Professionals, Council of People with Diabetes, volunteer groups. **External:** People living with diabetes, parents, carers, health care professionals. NHS managers and commissioners, external statutory agencies, civil servants and government bodies such as NICE, Royal Colleges and other professional bodies and other charities. Content producers/freelancers, creative/digital agencies. Researchers and academics.

Key focus of the role: Responsible for clinical guidance, review and oversight of Diabetes UK's digital education platforms: Learning Zone, HCP CPD, and the Know Your Risk tool; and their associated channels. This role will contribute to the Digital Education team's production of clinically accurate and engaging digital content, to help people manage their diabetes or reduce their diabetes risk more effectively, improve their self-management and adapt their lifestyle. Clinical supervision for this role is supported by the internal Care team. So this role will also support Care team outputs via the Care team duty rota, which could include: contributing to ideas and content for Diabetes UK's other website pages or print magazines; the development and sign off for media responses or Helpline enquiries; and internal staff training.

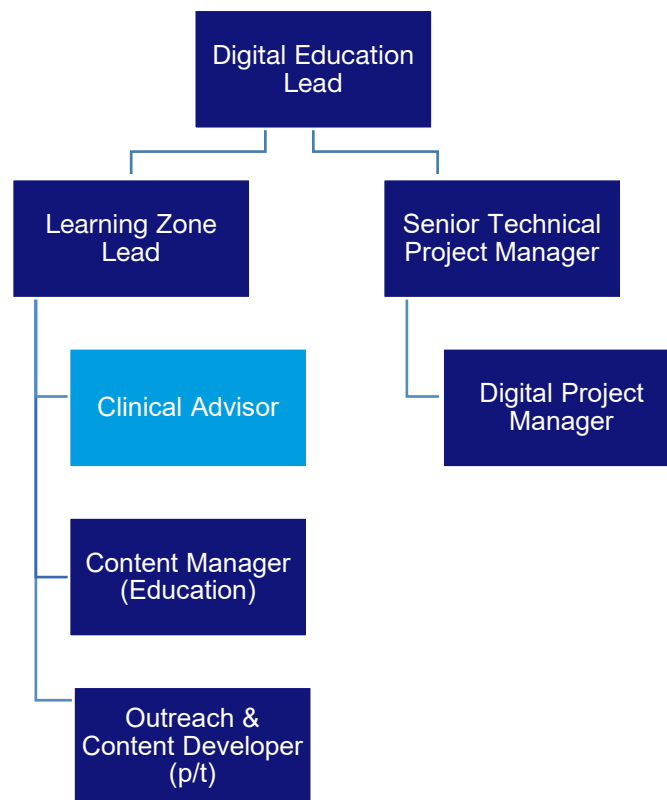
### Directorate and team

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. Lead on clinical oversight of Digital Education Team's workstreams and the clinical personalisation of digital education content, ensuring the three platforms, their content and marketing is clinically accurate, and consistent in reflecting the charity's tone and messaging.
2. Work collaboratively with the Digital Education Team, learning designers, copywriters and content producers to deliver high quality health education content. Conduct desk research, gather insight and contribute to content development work.
3. Define the clinical Learning Aims and Outcomes of digital education content projects, and inform content production with clinical experience, insights from people living with or affected by diabetes, and the latest developments in healthcare.
4. Ensure that education content development is informed by user needs. With colleagues in the education team, deliver meetings and workshops to gather users views and insights.

5. Deliver clinically accurate content for Learning Zone, and help devise app-style features, to help people improve their diabetes self-management and adapt their lifestyle behaviours to take better control of the condition.
6. Collaborate with internal colleagues, and external HCPs to develop and review content for the Continuing Professional Development diabetes education modules aimed at healthcare professionals via our HCP CPD platform.
7. Support the Know Your Risk product owner to ensure clinical accuracy and signposting to relevant onward journeys.
8. Review and align content across the three education platforms to ensure consistency and complimentary support journeys: sharing insights and repurposing assets, identifying gaps and proposing new ways to clinically improve digital services, supporting the team to meet charity outcomes, objectives and KPIs.
9. Support the Care team across other clinical projects including, but not limited to: responding to Helpline enquiries via Care team duty rota or acting as an internal clinical expert and point of contact between the press and media team to respond autonomously and confidently to requests; designing and delivering training sessions to staff and volunteers.
10. Effectively build and maintain excellent internal relationships with key colleagues in directorates across the charity (e.g. Engagement and Fundraising, Operations, Policy Campaigns and Improvement and teams in the Nations and regions) to achieve clinical outputs in line with education strategy goals.
11. Build on your existing knowledge and contacts by proactively bringing knowledge and insight into the organisation through research and critically reviewing evidence
12. Effectively build and maintain excellent internal relationships with key colleagues in directorates across the charity (e.g. Engagement and Fundraising, Operations, Policy Campaigns and Improvement and teams in the Nations and regions) to achieve clinical outputs in line with education strategy goals.
13. Keep abreast of national and international developments in diabetes care to ensure education content is up to date and clinically accurate.
14. Willingness to travel throughout the UK and work flexibly to meet the needs of the charity. EG attending DUKPC, attending video shoots, delivering event presentations.

## How you need to do it (the How)

### Skills

1. Writing/reviewing health content, or conveying information to patients/HCPs of different skill or education levels, from different backgrounds, about different types of diabetes.
2. Effective time management and prioritisation skills with the ability to work calmly under pressure and tight deadlines.
3. Excellent communication skills: ability to connect with people from all walks of life, deliver oral presentations to HCPs at conferences, or build trust with patients in focus groups.
4. Defining core clinical requirements for educational materials, or recommending methodologies / clinical foundations for content, eg writing Learning Aims & Objectives, course curriculums, clinical/educational programmes etc.
5. Proficient in MS- Word, Excel, PowerPoint and Outlook.

## Knowledge

1. Understanding of how to help people improve their management of diabetes, or reduce their diabetes risk, and demonstrate evidence that this has been applied in prior roles.
2. Understand diabetes prevention and care, and have knowledge of the NHS.
3. Knowledge of diabetes education / self-management programmes.
4. Knowledge of behaviour change theory and how to support people to adapt their lifestyle for better health outcomes.
5. Ability to clinically review & feedback on content materials for signoff – leaflets, articles, scripts, videos, podcasts etc.

## Experience

1. Evidence of developing high quality articles, patient information or other resources to support self-management
2. Demonstrate two years or more post-registration clinical experience.
3. Experience supporting health & lifestyle self-management education in people with long term conditions, eg creating / defining content, group facilitation or delivering patient education sessions.
4. Working in multi-disciplinary teams, or with multiple stakeholders.
5. Working in diabetes specialist services (desirable).
6. Participated in video or media work, or acted as a spokesperson (desirable).
7. A Diabetes Self-Management Educator (DSME) (desirable).

## Behaviours

1. Pro-active with a can-do attitude.
2. A good team player, but with the ability to work well independently with own initiative.
3. Independent clinical decision-making and prioritisation, showing consistency and high attention to detail.
4. Creative, open-minded and forward-thinking in approach. Interested in innovative ideas generation for digital and online services.
5. Willing to travel throughout the UK and work flexibly to meet the needs of the project / charity eg travel for content production, local insight workshops, conferences.

## Qualifications/professional membership (if applicable):

- Registered Healthcare Professional with current registration
- Evidence of continued professional development, ideally with post-registration courses in diabetes areas.