

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



HEAD OF CONTENT & NEWS

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: Head of Content & News

Contract type: Fixed-term contract (6 months)

Hours: 35 hours per week (with some out of hours requirement)

Band: 3

Key relationships (internal and external):

Internal – all teams within Diabetes UK, including our Executive Team. External – media, agencies, partners, people affected by diabetes, stakeholders including volunteers, healthcare professionals, advisory panels and the Board of Trustees.

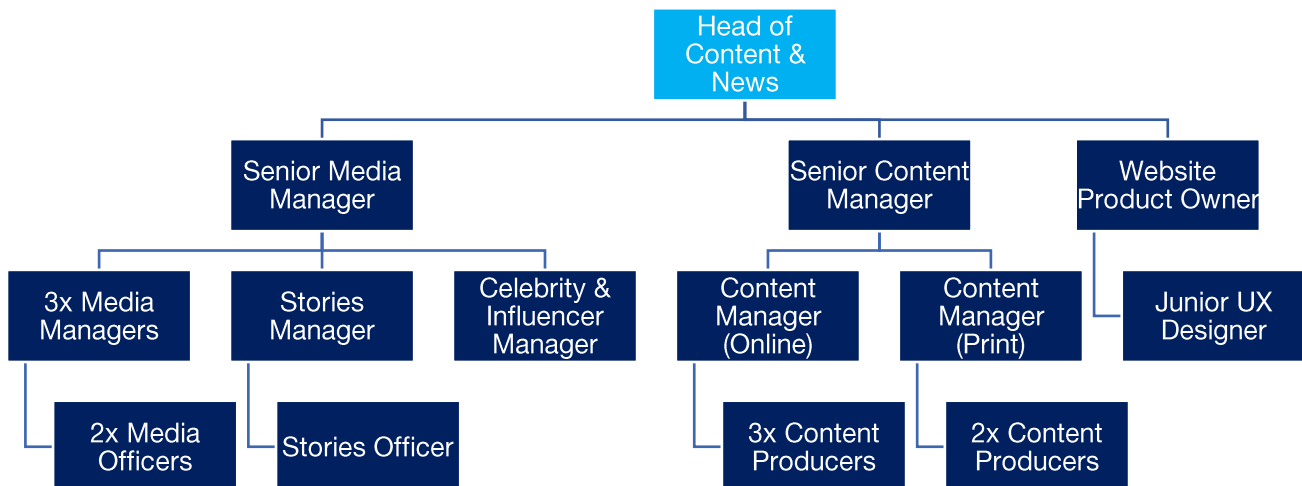
Key focus of the role:

To lead a team to deliver powerful media moments that drive awareness and change for everyone living with and affected by diabetes. To oversee the delivery of high-quality health content that ensures everyone affected by diabetes has the best information and support possible to help them live well.

Directorate and team

This role sits in the [Marketing & Communications Department](#) in the [Engagement & Fundraising Directorate](#).

Department



Main responsibilities

- Lead on external communications, building strong relationships with the media, thought leaders and other stakeholders to influence the conversation about diabetes, challenge stigma and misconception, increase awareness and understanding, and advocate for people living with and at risk of diabetes.
- Provide direction and oversight to a busy press team, acting as a guardian of our reputation and ensuring our media activities are in line with our strategic goals.
- Develop and deliver integrated comms plans and campaigns to support organisational priorities and key moments, working closely with wider marketing and communications teams.
- Provide direction and oversight to an expert multidisciplinary team of content professionals, creating the strategic foundation for the team to create high quality, clinically-accurate printed and digital content for people living with and affected by diabetes, members, healthcare professionals and wider stakeholders.
- Champion innovation and inclusion to ensure our content is accessible, trusted and relevant for every part of our community.
- Direct the digital experience team to create insight-led content journeys that pre-empt and meet the needs of users, minimising barriers and optimising user experience and conversion.
- Build strong, collaborative relationships with colleagues across the charity and offer expertise, advice, guidance and training where required.
- Manage and develop an expert team of media, content and web specialists.
- Take an active role as part of the senior leadership of the charity.
- Act as senior counsel to our Executive Team and Board of Trustees on issues relating to crisis and reputational management.

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:

- Provide leadership in a way that inspires and motivates the team, and nurtures and develops talent, ensuring the team delivers and exceeds its objectives.
- Develop media and content strategies and plans that support organisational priorities and drive impact.
- Work confidently with a range of internal and external stakeholders to persuade, inspire and drive action.
- Translate complex information into clear and motivating written and verbal communications.
- Build effective relationships across the charity to ensure colleagues get the support they need when they need it, and to best enable the team to play a key role in delivering excellence in communications.
- Oversee budgets, monitoring expenditure and reporting on budget status.

You will have experience in:

- Leading a press team in developing and delivering creative, attention-grabbing PR and publicity activity across channels.
- Working with the media and developing strategies that drive awareness and action among key audiences.
- Managing risk, reputation and corporate comms, advising and supporting colleagues where needed.
- Creating compelling content strategies and plans across channels, based on clear audience insight.
- Measuring and reporting impact.

You will have skills in:

- Communications – excellent written and verbal communications skills. A compelling storyteller.
- Leadership – an inspiring and respected manager, leader and colleague, able to give clear direction and guidance.
- Stakeholder management – able to communicate confidently with a range of senior stakeholders and demonstrate expertise and gravitas.
- Decision making – able to respond quickly and decisively to the changing environment.
- Collaboration – able to appreciate the value of different perspectives and views, with a commitment to making considered decisions and recommendations based on evidence, audience need and intended impact.

You will have knowledge of:

- The media landscape and how to work well with media owners and journalists
- The health and political environment
- The latest innovations in communications and digital content
- Audience-centric communications and content planning
- The regulatory environment eg relevant communications and data laws

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

- Knowledgeable – a strong technical expert with great judgement that can be trusted.
- As good at coming up with great ideas as they are at putting together and executing concrete delivery plans.
- Responsive and quick to act. Able to drive projects through to completion.
- Calm and resilient. Able to keep on top of a busy workload in a critical area.
- A people person who likes to engage and work with others to create the best possible impact.
- Up for a challenge, committed to a brilliant cause that's here to tackle the biggest health crisis facing the UK.

Qualifications/professional membership (if applicable):

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

