

CONTENT PRODUCER (PREVENTION)



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WHO WE ARE

We are Diabetes UK and it's our mission to tackle diabetes, day in and day out, until it can do no harm. One in five adults in the UK are living with diabetes or prediabetes, and we're determined to change that. Join us and together we can change the future of diabetes.

For the last 90 years, we'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.

We're committed to preventing diabetes where possible, improving daily life for those living with it, and ultimately finding a cure. We're also focused on tackling stigma and reducing inequalities faced by people at risk or living with diabetes.

We've got some really ambitious goals over the next few years and we're looking for people who share our ambition to help us stop the harm diabetes causes.

We can't do any of this without you.

Our 2026 -2030 strategy commits us to 3 ambitious outcomes: Prevention and Cure, Everyone included and Living Well with Diabetes. To read more about our strategy please click here [DUK-Strategy-2026-2030-compressed.pdf](#)

At Diabetes UK, we live and breathe our values:

We put people first – We recognise that people are individuals with different preferences, circumstances and needs. We collaborate with others, listen carefully and keep commitments.

We make change happen – We are ambitious to drive change with and for people living with diabetes. We challenge constructively if needed.

We're driven to know more – We find ways to share knowledge and insights with colleagues and take advantage of learning opportunities across the charity.

We keep things simple – Diabetes is complicated enough.

If these values resonate with you, we'd love to hear from you.



Colette Marshall

Colette Marshall
Chief Executive

JOB DESCRIPTION

Role title: Content Producer (Prevention)

Contract type: Fixed-term for 24 months (project funding for 2 roles)

Hours: 21 (part-time)

Location: London with hybrid working

Salary: £18,482 - £20,536 (£30,804 - £34,227 FTE)

Role reports to: Content Manager/Publications Manager

Key relationships (internal and external):

Internal: Digital & Content Marketing, Clinical, Marcomms, Tackling Inequity, Prevention
Ambition leads

External: Freelancers, agencies, suppliers, healthcare professionals, volunteers, people living with or at risk of diabetes

Key focus of the role:

Your focus will be to deliver high-quality health content across a range of formats and channels, including print, digital and video. This role will be specifically responsible for growing our prediabetes and prevention content to reach audiences who may be at greater risk.

Working with multiple teams you will use your excellent project management skills to deliver this content on time and to budget, while building strong relationships with subject matter experts across the organisation.

Key Tasks and Responsibilities

- Project manage delivery of high-quality health content across print, digital and video following best practice in accessibility, usability and content design, on time and to budget.
- Produce regular reports and analysis on content performance, providing a clear narrative for colleagues on the impact of content and where improvements might be needed.
- Take an audience-led approach, ensuring that content is delivering on objectives and responding to the needs of users. Identifying the formats and approaches that best engage and support people, including those experiencing high levels of inequity.
- Support in forward planning and prioritisation of content that has strategic impact, grows reach and drives engagement for our prediabetes/prevention content, especially for those at greater risk.

- Provide expertise and guidance on content best practice to colleagues across the organisation, aligned with our PIF Tick accreditation.
- Work with our Email, Social, Marcomms and Infogov teams on dissemination of our content to increase awareness of and engagement among our high-priority audience groups.
- Work with subject matter experts across the organisation to ensure content is clinically accurate and reflects the latest research developments.

Person specification

	Criteria:		Assessed via:	
	E	D	A	I
Experience				
Working as part of a busy content team	x		x	x
Health content creation, particularly video/guide creation as well as web		x	x	x
Complex project management, working with different stakeholders	x		x	x
Good understanding of the charity sector		x	x	
Knowledge				
Accessible communication and awareness of alternative formats such as easy read, translations, audio and large print		x		x
Good understanding of SEO/GEO when writing for the web		x	x	
Understanding of the AI landscape for health content, and any challenges/opportunities		x		x
PIF Tick for trusted health information		x	x	
Skills				
Able to apply data and audience insights to make recommendations about content	x		x	
Strong proofreading and copywriting	x		x	
Organised and able to work to deadlines and follow briefs	x		x	
Creative thinking and able to communicate vision into results	x		x	x
Qualifications/Professional membership (if applicable)				
N/A				

E – Essential D – Desirable A – Assessed at Application I – Assessed at Interview

If you don't meet all the criteria listed but meet most and have transferable skills with a passion for our mission, you are still welcome to apply for this role.

If you are invited to attend an interview in person, we will reimburse reasonable travel costs excluding hotel or overnight stays.

Behaviours

All employees are expected to abide by our values and behaviours framework which can be found here [Combined general and people managers framework](#). Below are a set of behaviours that you will be expected to demonstrate in your application form and that will also be explored during your interview.

We keep things simple

- Use clear, accessible language, avoiding jargon unless it's relevant to your audience.
- Be clear, when making a decision or sharing information, about who you are involving and why.

We Make change happen

- Speak confidently about the impact we've made and our ambitions for the future.
- Review and evaluate what you do, considering diverse perspectives and the impact it has

We're Driven to know more

- Proactively look to learn more and share your new knowledge and insights with colleagues.
- Be open to questions from others, recognising that a challenge can help develop your own thinking.

We put people first

- Recognise that people are individuals with different preferences, circumstances and needs.
- Make realistic commitments to others and see these through. If there's a sound rationale not to do so, explain why in a timely manner.