

HEALTHCARE DIGITAL EDUCATION AND CONTENT OFFICER



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WELLNESS WALK
BUSINESS PATH

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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: Healthcare Digital Education and Content Officer

Contract type: Fixed term (18 months)

Hours: 28 (0.8 FTE)

Band: 6 - £29,994-£33,327 a year per annum (pro rata)

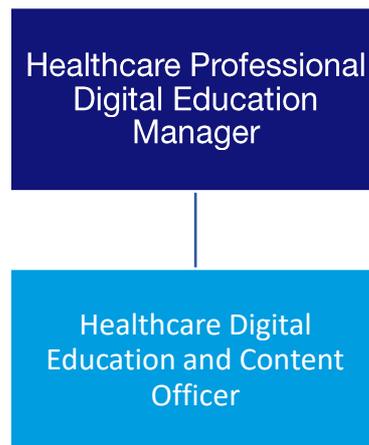
Key relationships (internal and external): **Internal:** Digital and Content (including Learning Zone), Healthcare Engagement and System Change, Clinical, Research, Policy, Nations and Regions, MarComms, Partnerships, Strategy (including ambition programs), Data and Insight. **External:** The platform developers, healthcare professionals, people living with diabetes, professional conferences, education deliverers, industry funders, other charities, external agencies, professional bodies and interest groups.

Key focus of the role: The Digital Education Officer will primarily support the development and delivery of Diabetes UK's Continuing Professional Development (CPD, cpd.diabetes.org.uk), an online education platform for healthcare professionals. A small portion of the role will also support the creation of other healthcare orientated content such as our professional webpages, leaflets, and magazines (Update and Balance).

Directorate and team

This role sits in the [Directorate Digital and Content Team](#) in the [Services, Community and Improvement Directorate](#)

Digital and Content Services



The primary aim of the role is to deliver evidence based, peer-reviewed, engaging education content for healthcare professionals, providing them with the knowledge, skills and confidence to support people living with or at risk of diabetes.

A small portion of the role will be working with the wider Digital and Content Services to produce content relating to a healthcare audience, or to subject matters that have broader applicability across multiple channels and audiences, such as our Tackling Inequality and Stigma ambitions.

The role requires one day per week at our Warrington office (Dallam Court, Dallam Lane, Warrington, WA2 7LT). and one day per quarter for London based team meetings. There will also be occasional UK travel for events and content production.

The successful candidate will:

- Plan, research, write, review & amend engaging education content for healthcare professionals (HCPs), for the CPD online e-learning platform. This includes the website, education copy, marketing copy, scripts, videos, and quizzes.
- Work with internal specialists – including digital and content services, clinical, research, policy, production, marcomms – to drive the development and delivery of evidence-based, clinically accurate, engaging and interactive, e-learning content and promotional material.
- Work collaboratively with healthcare professionals and other external organisations where appropriate to develop, review and finalise content.
- Manage and schedule the review, refresh and update of existing content, working with relevant internal teams, such as the Clinical team, to ensure clinical accuracy is maintained.
- Prepare and co-ordinate review and submission of applications for course accreditation from the Royal College of Nursing.

- Work with the manager to build and upload education content on the platform's Learning Management System (LMS) including the production of digital content assets, informing the development of platform features and course structure.
- Deliver a communications strategy that builds and maintains engagement with new and existing healthcare professionals through regular user e-mails and marketing copy for social media and healthcare professional channels.
- Aid in the preparation of regular updates for external funders, using data to highlight successes and update on future plans.
- Conduct desk research, gather insight for content development work, keeping abreast of national and international developments in diabetes care to help ensure education content is up to date.
- Willingness to travel occasionally throughout the UK and work flexibly to meet the needs of the charity, e.g. attending DUKPC, attending video shoots, delivering event presentations.
- Proficient in MS- Word, Excel, PowerPoint and Outlook.

Interview dates: First interviews will be held online, via Teams, on the 4th or 5th February. The successful candidate will need to meet with the hiring manager in person before the appointment can be confirmed.

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:

- Contribute to the delivery of all elements of the CPD e-learning platform including content development and technical aspects.
- Create education or health content, conveying information to HCPs of different skill or education levels.
- Support the creation and management of high-quality communication processes, tools and channels that raise awareness of CPD platform to healthcare professionals.
- Work collaboratively with healthcare professionals, people living with diabetes and other stakeholders to develop the CPD platform.
- Bring insights and learning from other organisations that help build our skills and capacity in healthcare professional digital education.
- Support the development of relationships with key teams across Diabetes UK and with external organisations.

- Manage your time effectively and prioritise tasks, with the ability to work calmly under pressure and tight deadlines.
- Raise purchase orders and ensure all invoices are checked, processed and paid promptly.
- Demonstrate proficiency in MS Word, Excel, PowerPoint and Outlook.

You will have experience in:

- Researching medical or scientific topics to create accurate, fully referenced content, such as communications, educational materials, reports or papers, preferably for a healthcare professional or non-specialist audience.
- Reviewing and refining content based on feedback from multiple sources.
- Supporting the management of relationships with internal and external stakeholders with fluency and confidence.
- Experience of working in a healthcare or research environment would be advantageous.

You will have skills in:

- Project management, including strong organisational skills to deliver your objectives and diverse workload.
- Researching and understanding medical topics and clinical guidelines.
- Excellent written and verbal communication skills
- Building effective and positive relationships, including with internal and external teams or individuals.
- Time management; strong organisational skills to achieve your own objectives whilst supporting the wider delivery of the CPD platform.

You will have knowledge:

- Demonstrate a good understanding of healthcare professional culture, the NHS and how changes are affecting healthcare professionals.
- Medical terminology and/or understanding of clinical guidelines would be advantageous.

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

- Positive and collaborative, able to build excellent relationships with teams and colleagues.
- Pro-active – anticipating issues or challenges and acting as an advocate for the CPD platform.
- Be a problem solver – thinking outside the box and using your own initiative and experience to come up with creative solutions.
- A good team player, but with the ability to work well independently with own initiative.
- Able to manage a busy and varied workload, often with competing priorities.
- Willing to travel occasionally throughout the UK and work flexibly to meet the needs of the project / charity e.g. travel for content production and conferences.

Qualifications/professional membership (if applicable):

A graduate degree (advanced degree desirable)

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

Call **0345 123 2399**

Visit diabetes.org.uk

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

