

Job Description

Role Title: Content Producer

Contract Type: Permanent

Hours: 35 hours per week (full-time)

Band: 6

Key Relationships:

Internal: Colleagues in the Engagement and Fundraising directorate, particularly within Marketing and Communications, as well as teams across Operations, Policy Campaigns & Improvement, Research and Health Intelligence & Professional Liaison.

External: Freelancers, agencies, suppliers, healthcare professionals, volunteers, and people with and affected by diabetes.

Key focus of the role:

Your focus will be to deliver high-quality health and lifestyle content across a range of formats and channels, including print, digital and video. You will be responsible for multiple content areas at any one time, and so will use your excellent project management skills to deliver content on time and to budget, while building strong relationships with subject matter experts across the organisation.

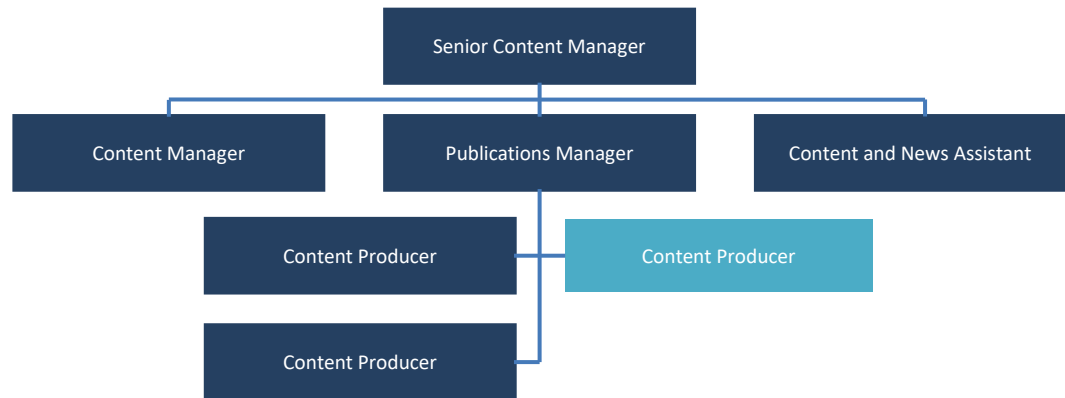
Directorate and team

This role sits in the [Content and News team](#) in the [Marketing and Communications department](#) of the [Engagement and Fundraising 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 deliverables

- Work with colleagues and external stakeholders to deliver high-quality, accessible content in a range of formats including print, digital and video, according to a 3-year revision schedule.
- Provide expertise and guidance on content best practice to colleagues across the organisation.
- Use customer insights and data to measure and improve the reach and engagement of our content.
- Champion user involvement and work with target audiences, including people living with and affected by diabetes and healthcare professionals, to maximise the effectiveness and relevance of our content.

Key activities – What you need to do

1. Project manage delivery of high-quality print and online content following best practice in accessibility, usability and content design, on time and to budget.
2. Write and edit clear, concise, accessible print and online content.
3. 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.
4. Support the Publications Manager in forward planning and prioritisation of content that has strategic impact, grows reach and drives engagement.
5. Make suggestions to improve Content team processes and delivery.
6. Provide expertise and guidance on content best practice to colleagues across the organisation.
7. Work with the Stories team to produce engaging story content from supporters, ensuring safeguarding and data compliance.
8. Work with subject matter experts across the organisation to ensure content is clinically accurate and reflects the latest research developments.
9. Support the Publications Manager with planning and delivering content training across the organisation.
10. Involve people living with and affected by diabetes in content creation, making sure their voices are heard and their needs are met.

How you need to do it (the How)

Skills

1. Produce content to follow our tone of voice and brand principles, ensuring outputs deliver a recognisable Diabetes UK experience.
2. Use clear verbal and written communication skills to communicate with staff at all levels of the organisation as well as external stakeholders.
3. Build trust and respect with subject matter experts across the organisation, ensuring they have a good experience working with the Content and News team.
4. Be a team player, supporting the team with ad hoc tasks as and when required.
5. When responding to external queries or commissioning content, ensure customers have a good experience with Diabetes UK.
6. Work with team members and content producers across the organisation to drive a culture of co-production, looking for new ways to publish user-generated content and make improvements to existing content based on feedback.

Knowledge

1. Use technical knowledge of search engine optimisation, content management systems (Drupal experience desirable) and Analytics to make decisions about content, channel and user journeys.
2. A working knowledge of print publishing and processes.
3. Stay up to date with emerging market trends and share these learnings with the team to encourage innovation and testing new ways of working.
4. Understanding of accessible communication and awareness of alternative formats such as easy read, translations, audio and large print.

Experience

1. A demonstrable background in project management, content creation/design/writing/copyediting, ideally in a health communications or patient information environment
2. Applying data and audience insights to make recommendations about content using Google Analytics
3. Working with and developing briefs for agencies, freelance designers and writers.

Behaviours

1. Be a team player, supporting the team with ad hoc tasks as and when required.
2. Committed to making the views and needs of our target audiences heard and using them to shape and inform content.
3. Excellent communication and interpersonal skills, which you will use to work with colleagues to ensure they have a good experience co-producing communications with the Content and News team
4. Be a problem solver – thinking outside the box and using your own initiative an experience to come up with creative solutions.

Qualifications/professional membership (if applicable):

N/A
