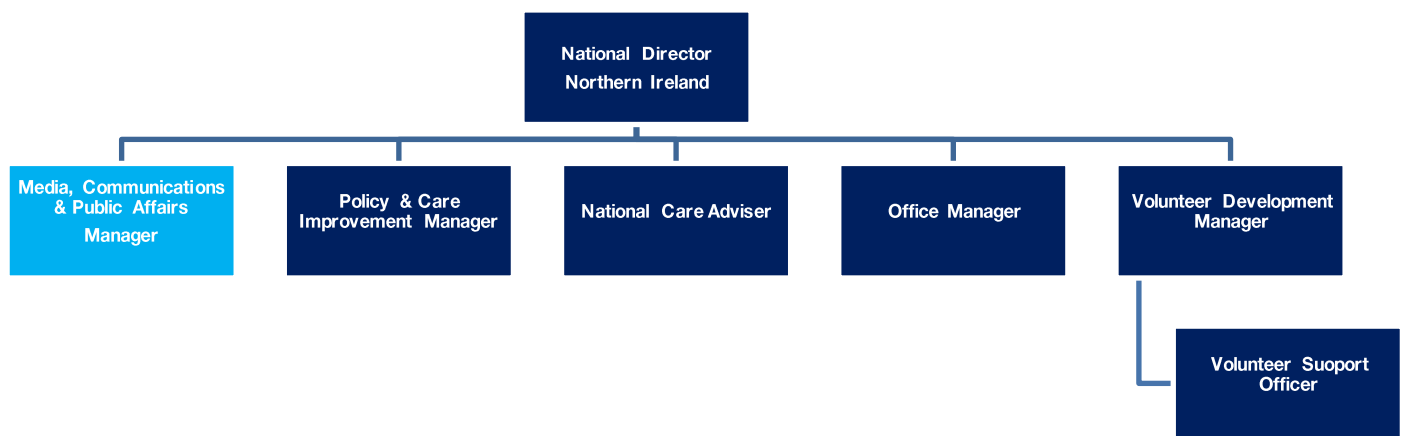


**Job Title: Media & Communications Manager (Maternity Cover) – Northern Ireland**

<b>DIRECTORATE:</b>	Operations
<b>SECTION:</b>	Northern Ireland
<b>REPORTING TO:</b>	National Director
<b>CONTRACT:</b>	Fixed Term Contract – April 2021



**WORKING RELATIONSHIPS:**

<b>Inside Diabetes UK</b>
National Office team, Communications and Media teams, Policy and Campaigns team, Digital team, colleagues in other offices
<b>Outside Diabetes UK</b>
Media, journalists, volunteers and case studies, public representatives, healthcare professionals, charity sector stakeholders and decision makers, Health and Social Care Board, Public Health Agency, Trusts and the Department of Health (NI)

**OVERALL PURPOSE OF THE JOB**

Working closely with the National Director, Volunteer Development Manager, Policy & Care Improvement Manager and National Care Adviser, this person will be responsible for delivery of effective external and internal communications and support for Diabetes UK campaigns, providing effective, creative and inspiring communications across all media channels.

In addition they will manage and engage relevant external stakeholders to raise the profile and understanding of diabetes, promote the work of Diabetes UK and its campaigns to influence high level decisions and raise awareness of key areas of focus with local political figures.

The person in this role will also be required to support the work of the NI team; providing timely knowledge, insight, briefings and communications, delivering against tight deadlines and communicating across the organisation.

## **MAIN DUTIES AND RESPONSIBILITIES:**

- To design and develop media and communications plans targeted at specific NI audiences aligned to strategic priorities within a NI context.
- To contribute to the development of organisational wide campaigns offering insight into the requirements of Northern Ireland whilst being mindful of the wider UK agenda.
- Work in collaboration with other senior team members to identify and develop ways to reach and engage different audiences to support our cause.
- To manage and coordinate social media channels, be aware of print media related to Diabetes UK, raising concerns where needed re content and supporting the National Director in addressing these.
- To act as editor for Connect magazine, newsletters, website and other communications channels, targeting content for different audiences as required.
- Brief and support the National Director, Policy & Care Improvement Manager and National Care Adviser in the delivery of Diabetes UK campaigns in Northern Ireland.
- Support and prepare senior team members to engage with media and other external communications as agreed with the National Director.
- Act as a media and communications representative on the Diabetes Network communications group ensuring the voice of Diabetes UK and People Living with Diabetes are heard.
- Work in collaboration with the Policy & Care Improvement Manager to organise key political and campaign events that support the work of Diabetes UK in Northern Ireland.
- To provide support to the Volunteering team in establishing a mechanism for local groups and volunteers to engage with media in a productive way that is mindful of reputational risk for Diabetes UK in NI.
- To seek opportunities to maximise coverage of the work of Diabetes UK Northern Ireland and grow our impact nationally.
- To build constructive relationships with key stakeholders in Northern Ireland, as agreed with the National Director, in order to drive forward Diabetes UK strategic vision successfully.
- To monitor and evaluate progress of the implementation of the Diabetes Strategic plan in conjunction with senior team members and actively contribute to the development of solutions where problems are identified.
- To keep sight of the policy context and future direction of diabetes care and feedback intelligence to the National Director and Central teams on a regular basis (through structured processes and mechanisms).

## PERSON SPECIFICATION:

### The best person for this job will be able to:

- Communicate to a wide range of audiences and work with a variety of colleagues, supporters, influencers and stakeholders
- Design, manage and deliver campaigns in collaboration with colleagues
- Provide digital communications and be familiar with Content Management Systems
- Draft and edit materials including Connect magazine
- Manage time and workload, prioritising against national strategic planning
- Use excellent communication skills with ability to analyse and react to emerging news stories, securing and preparing spokespeople, using professional knowledge and insight of the sector
- Understand the complexities of the sectors in which we work; the Health sector, the charity sector and the political sector

### The best person for this job will have experience in:

- Managing multiple responsibilities and delivering under tight time schedules and managing local and national expectations and strategic objectives
- Evidence of high quality writing and interpersonal skills, with experience of editing
- Working with and influencing public representatives and understanding the workings of the Northern Ireland Assembly and Westminster
- Collaborating with colleagues across organisations and sector to deliver priorities
- Briefing to Director-level in preparation for speaking events, meetings with public representatives and media interviews
- Producing high quality digital content and ability to communicate complex messages simply
- Building and managing external relationships and networks
- Ability to work with senior colleagues internally

### The best person for this job will be:

- Educated to degree level in marketing, media, communications or equivalent
- Proven years' experience in communications, campaigning and working with the media and public representatives
- Able to identify relevant decision makers and influencers in the Health, charity and political sectors
- Ability to influence change in complex structures
- Able to work under pressure with a range of people as well as use own initiative, taking the lead and delivering to completion
- Have good judgement and have the ability to lead on ideas with maximum impact
- Experienced working with volunteers and members of the public
- Willing to travel across NI and occasionally to London HQ