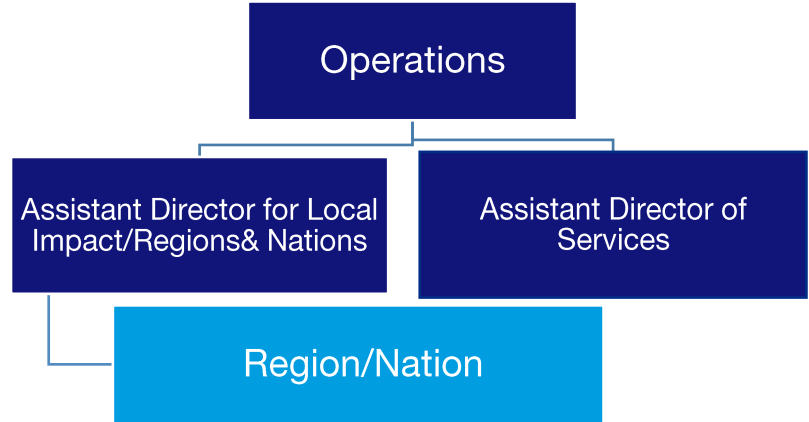
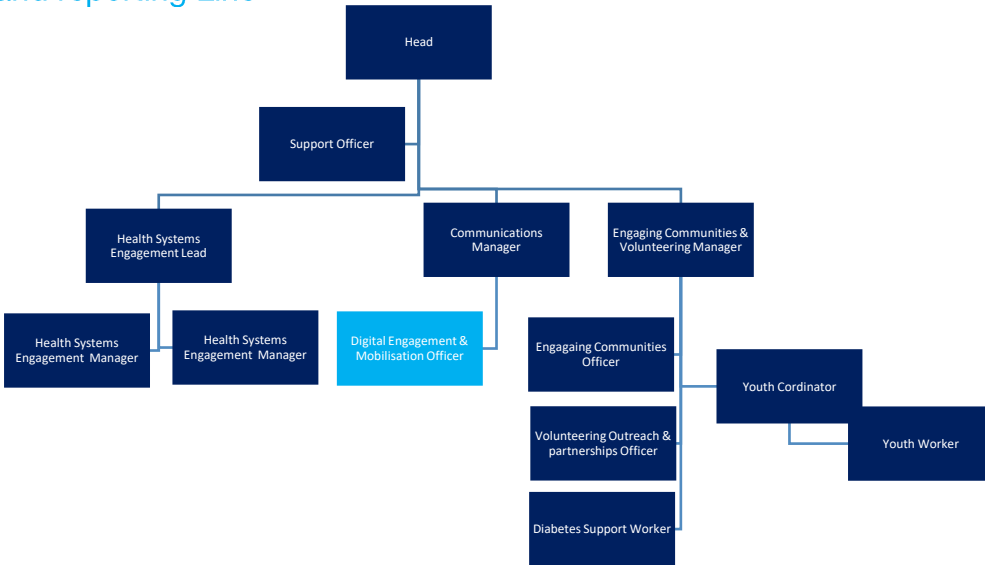


<p><b>Job Title</b> <b>Digital Engagement Officer (Regions)</b></p>	<p><b>Directorate and team</b> This role sits in Nations and Regions in the Operations Directorate</p>
<p><b>Key focus of the role</b> To support the development and delivery of an effective local digital engagement plan, in agreement with the Communications Manager, to help us achieve a revolution in understanding and support for diabetes. You will help to increase the reach, profile, reputation and influence of the organisation using online platforms to engage with the diabetes community and the wider public. Through agreed targeted plans, you will promote the work of Diabetes UK, raise awareness of diabetes among the public and providers of healthcare service/system, and influence improvements in services for people with diabetes.</p>	<p><b>Department</b></p>  <pre> graph TD     Operations[Operations] --&gt; ADL[Assistant Director for Local Impact/Regions&amp; Nations]     Operations --&gt; ADS[Assistant Director of Services]     ADL --&gt; Region[Region/Nation] </pre>
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>Contribute to the development and delivery of a strategic digital engagement plan to support team and organisational objectives.</li> <li>Develop and deliver proactive communications to raise the profile of Diabetes UK in a geographically defined area using various social media channels.</li> <li>Work collaboratively with other Regional, National and wider organisation colleagues to share best practice and agree effective ways to digitally communicate and mobilise stakeholders from all communities, incorporating key messages across the UK.</li> <li>Build and maintain digital engagement with existing and new stakeholders, to inform and strengthen Diabetes UK's social media and online activity and overall profile.</li> </ul>	<p><b>Job and reporting Line</b></p>  <pre> graph TD     Head[Head] --&gt; SO[Support Officer]     SO --&gt; HSEL[Health Systems Engagement Lead]     SO --&gt; CM[Communications Manager]     SO --&gt; ECM[Engaging Communities &amp; Volunteering Manager]     HSEL --&gt; HSEM1[Health Systems Engagement Manager]     HSEL --&gt; HSEM2[Health Systems Engagement Manager]     CM --&gt; DEMO[Digital Engagement &amp; Mobilisation Officer]     ECM --&gt; ECO[Engaging Communities Officer]     ECM --&gt; VOP[Volunteering Outreach &amp; partnerships Officer]     ECM --&gt; DSW[Diabetes Support Worker]     ECO --&gt; YC[Youth Coordinator]     YC --&gt; YW[Youth Worker] </pre>
<p><b>Contractual information</b></p> <ul style="list-style-type: none"> <li>Contract type: Permanent</li> <li>Hours: 35 (full-time)</li> <li>Pay range: Band 6</li> </ul>	
<p><b>Key working relationships internal</b> Digital Engagement Officers; Communications Manager; Regional &amp; National teams; Engaging Communities and Volunteering Media volunteers, Local volunteers &amp; supporters; Fundraising; Marketing and</p>	

<p>Communications; Policy, Campaigns and Mobilisation; Research; Engaging Communities Officers. Content and News Team, Social Media Manager, Customer Care Centre, Brand and Creative Team.</p>	
<p><b>Key working relationships external</b>          Social Media Channel contacts; Regional/National local press and media; Pa          &amp;          &amp; Public Involvement organisations; Government and local government agencies, r (particularly NHS Media leads &amp; Local Authority Communications) Public Health; Healthcare Professionals, People living with diabetes. Diverse Communities.</p>	

All jobs at Diabetes UK are based on a 10-factor competency framework called the **What-How Framework**. We've listed the key activities you'll undertake and the skills, knowledge and behaviours you need to be successful in this role. We've summarised these using four key competency areas in each section, however once appointed, you are expected to meet the requirements of all 10 factors. We'll explain this to you during your induction period. All elements listed below are essential requirements unless shown as (desirable).

## Key activities – What you need to do

Improving Delivery	Collaborating with Colleagues	Building External Relationships	Making Change Happen
<ol style="list-style-type: none"> <li>1. Working with the Communications Manager, develop and deliver a local digital engagement plan targeted to support the team to achieve the organisational strategic outcomes.</li> <li>2. Analyse social media activity and engagement, identifying trends to inform plans and maximising opportunities to extend reach and impact.</li> <li>3. Develop and deliver proactive social media activities as part of engagement and mobilisation to raise the profile of Diabetes UK in all relevant online media.</li> <li>4. Contribute to the development of Diabetes UK's digital resources and assets.</li> </ol>	<ol style="list-style-type: none"> <li>5. Work collaboratively with colleagues to share best practice and to identify and develop ways to reach, recruit and mobilise people with diabetes for local campaigns and influencing work.</li> <li>6. Work alongside the Policy, Campaigns and Mobilisation team to make sure local and national mobilisation activity is well coordinated.</li> <li>7. Proactively engage with team planning to ensure online &amp; social media and engagement opportunities are maximised in delivering our strategy.</li> <li>8. Input into the development and production of campaign and mobilisation materials and briefings, providing regional content and helping recruit case studies.</li> </ol>	<ol style="list-style-type: none"> <li>9. Ensure the voice of people affected by diabetes is effectively heard throughout social media and other communications activity, proactively evidencing patient experience.</li> <li>10. Utilise online tools and platforms to set up and promote Diabetes UK events and meetings to external audiences, and to lead, manage and attend virtual/online events as required. Including webinars and volunteer events and conferences.</li> <li>11. Work with the Communications Manager to develop a cohort of social media champions including healthcare professionals and volunteers, to ensure Diabetes UK key messages are effectively and coherently delivered in respective regional and national media channels.</li> </ol>	<ol style="list-style-type: none"> <li>12. Work closely with Communications Manager, in increasing and developing case studies in the communities with people with diabetes. Keeping clear oversight of all digital communications.</li> <li>13. Recruit and manage social media volunteers, campaigners, supporters, to showcase powerful human-interest stories to relevant audiences</li> <li>14. Have responsibility for developing digital content for Diabetes UK local websites, news pages, and geographically defined social media channels.</li> <li>15. Support wider communications function in absence of Communications Manager.</li> </ol>

## Skills, knowledge and behaviours – How you need to do it

Improving Delivery	Collaborating with Colleagues	Building External Relationships	Making Change Happen
<ol style="list-style-type: none"> <li>1. Demonstrable understanding of the reputational, legal, GDPR, consent and safeguarding risks involved with media relations and social media, and how to mitigate against these risks.</li> <li>2. Excellent copywriting skills, with strong attention to grammar, punctuation and accuracy of health and policy related content.</li> <li>3. Experience of using social media scheduling and management software to plan, monitor and evaluate engagement e.g., Hootsuite, Sprout, Orlo.</li> <li>4. Knowledge and experience of carrying out communications projects and plans across a variety of digital platforms, including websites and social media. Demonstrable ability to maintain, review and improve online information and resources</li> </ol>	<ol style="list-style-type: none"> <li>5. Effective communicator within team and organisationally; to develop training of basic digital and social media skills to volunteers, local groups, and staff.</li> <li>6. Experience in online content management systems; to upload and maintain content on regional webpages, and all online content.</li> <li>7. Experience of motivating and supporting others to deliver digital and social media communications.</li> <li>8. Work with the Central Digital team in supporting delivery of funded programmes of work targeted at specific populations.</li> </ol>	<ol style="list-style-type: none"> <li>9. Experience of working in digital engagement and mobilisation including social media, and knowledge of regional requirements.</li> <li>10. Be able to develop, maintain and influence relationships with internal and external stakeholders and staff at all levels, with ability to ensure voice of person living with diabetes remains key. Working with case studies, developing stories and relationship management.</li> <li>11. Possess a keen sense and excellent knowledge of the social media landscape, particularly in relation to health issues</li> <li>12. Knowledge and experience of carrying out communications projects across a range of disciplines including marketing, digital, print and events.</li> </ol>	<ol style="list-style-type: none"> <li>13. Experience of using social media as a regional/local campaign tool to influence service improvement and to improve the lives of people living with diabetes.</li> <li>14. Ability to manage reactive and proactive digital and social media function, and to engage with digitally excluded as part of overall engagement and mobilisation.</li> <li>15. Experience of developing, delivering, and evaluating digital engagement plans, and working with key colleagues to support the delivery of national plans.</li> </ol>

### Qualifications – Qualifications you need to carry out this role

Recognised digital communications qualification e.g. Digital Marketer level 3 apprenticeship, Digital Community apprenticeship, IDM Certificate desirable  
Ability to travel to meetings in Central office or other regional/national offices are required.  
Be able to work out-of-hours when required.