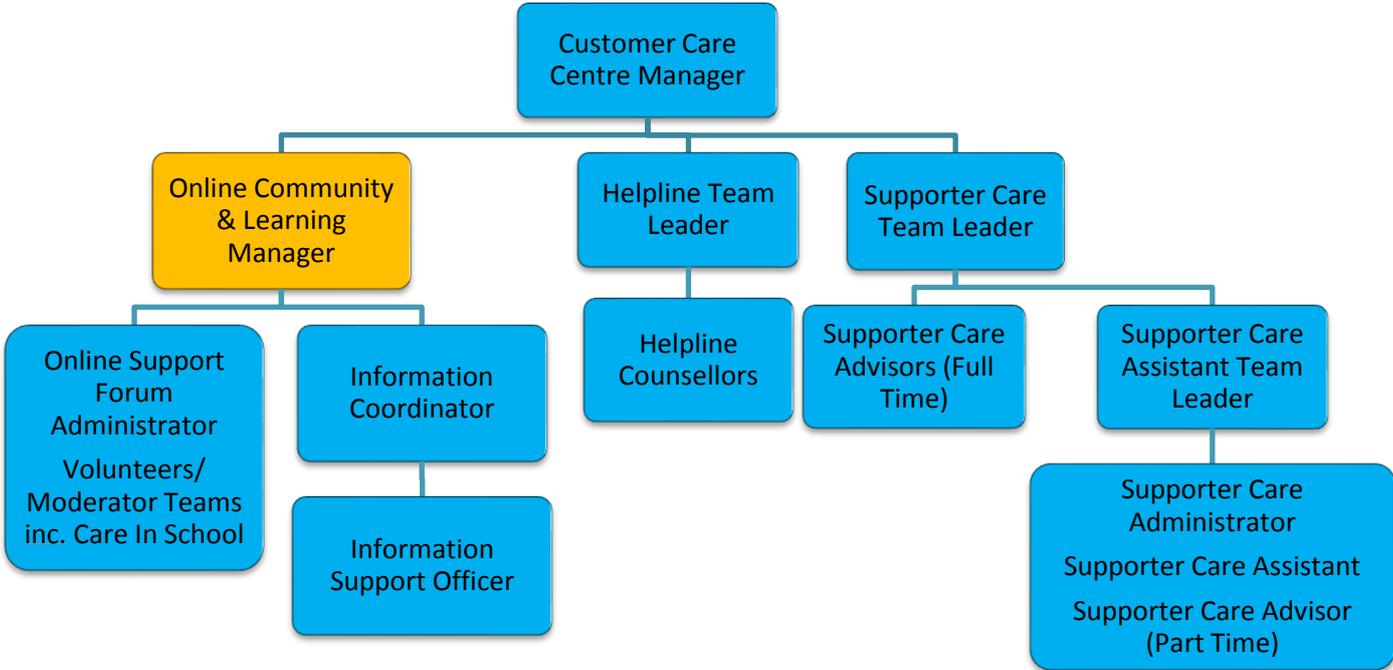


ONLINE COMMUNITY AND LEARNING MANAGER

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| DIRECTORATE: | Operations |
| SECTION: | Customer Care Centre (CCC) |
| REPORTING TO: | Customer Care Centre Manager |
| CONTRACT: | Permanent |



WORKING RELATIONSHIPS:

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| <p>Inside Diabetes UK CCC Manager, Supporter Care and Helpline teams, Online Support Forum Administrator & Volunteers, CCC Information Team, Education Team for “Learning Zone”, Policy Team, Care Team, Communications Team, National and Regional Offices, Fundraising Team, Clinical Team, Digital Team, Marketing Team, Safeguarding Team.</p> |
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Outside Diabetes UK

Online Support Forum service users, statutory agencies, voluntary and independent organisations, funders.

OVERALL PURPOSE OF THE JOB

Manage and support the CCC Information Team to deliver reporting and key information in line with organisational and team requirements. Develop and implement a delivery plan to realise the full potential of the Diabetes UK Online Support Forum to:

- Become the initial entry point into Diabetes UK for support and information
- Raise the profile of these services through effective and engaging marketing
- Grow the numbers of users of these services so that more people living with diabetes are supported by peers as well as the organisation
- Develop the services to support the needs of people living with diabetes, ensuring that people living with diabetes are at the centre of any improvements
- Explore integration and content cross-referral opportunities between the Forum and the charity's digital learning content and services (Learning Zone)
- Establish and maintain a Digital User Group (DUG)

MAIN DUTIES AND RESPONSIBILITIES:

- To work collaboratively with the Online Support Forum Administrator and Volunteer Moderators in nurturing and supporting the Online Forum community in their delivering of support
- Working with colleagues across Diabetes UK, particularly within Digital, Content, Marketing and Learning Zone to explore how the strategic aims of the organisation can be integrated as appropriate with the development plans of the online community
- To manage the Online Support Forum Administrator, and support them with representing Diabetes UK on the Online Support Forum, as appropriate.
- To work closely with the team of geographically dispersed volunteers, and the Diabetes UK Central Volunteering Team, in line with the Volunteer Journey, ensuring all volunteers are effectively managed and supported as per our guidance, policies and procedures.
- Compile and distribute progress reports on a regular basis, as required, outlining the activity and impact of the Online Support Forum, including recording of case studies and quantitative data on service users.
- Develop and regularly review the strategic plans for the Diabetes UK Online Support Forum and Learning Zone to ensure that synergy between the development of both services can be maximised the services are well positioned to accommodate future growth within a fast-changing online communication environment
- Work collaboratively with colleagues across the charity to explore and develop stronger links and where appropriate, deeper integration between the Forum and the charity's content and digital services
- Keep community software platform under review, working closely with external technical consultant and colleagues in the Digital team to ensure timely and effective implementation updates
- Manage and support the CCC Information Coordinator and work with them to ensure that required outputs of the team are delivered within SLAs
- Perform tasks necessary to achieve the overall objectives of the team and the Organisation

- Undertake any reasonable additional duties, from time to time, commensurate with the role

Under the Safeguarding Vulnerable Groups Act 2006, as amended in particular by the Protection of Freedoms Act 2012 this post is subject to pre-employment criminal records checks through the Disclosure and Barring Scheme (DBS), Disclosure Scotland, Access NI.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Manage a busy workload with many competing deadlines while remaining calm and focused
- Demonstrate a proven track record of successfully managing and developing digital services
- Build and manage professional and effective relationships with teams and stakeholders within Diabetes UK and effectively network and seek out best practice within a cross section of sectors
- Effectively manage and motivate a team to deliver against a set of objectives which are aligned to the overarching organisational goals supporting them to *succeed* in the 'what' and the 'how' and further develop them towards *exceeding* in the 'what' and the 'how' in line with the organisations performance management framework
- Champion and encourage the delivery of an excellent level of customer service to people contacting the CCC through digital and offline services
- Demonstrate excellent written and oral communication skills with the ability to interact effectively with a wide range of people
- Work as an effective team member, showing flexibility and a willingness to collaborate with others to get the job done

The best person for this job will have experience in:

- Effectively leading and line managing a team, including volunteers
- Supporting, developing and moderating online forums/communities and other digital services
- Understanding how online communities develop and prosper
- Experience of recruiting, developing, managing and working with volunteers to deliver services
- Using web analytics data to provide insight that drives change
- Communicating complex information clearly both verbally and in writing, to a wide range of people
- Representing an organisation externally, and of identifying and managing reputational risk
- Managing and resolving conflict and disagreements in an online environment
- Working with Subject Matter Experts to drive improvements to digital services customer inform
- Being able to confidently and skilfully seek and obtain buy in to support and effectively deliver change
- The production and analysis of statistics and other data to determine and manage quality assurance and performance standards
- Creating, implementing and monitoring service development plans
- Taking a concept and translating it into a sound business case which outlines a viable and sound operational model which will succeed at the point of implementation
- Successful delivery of the implementation of business cases and effective monitoring in the early months and if relevant, to identify, explore and implement practical solutions to overcome challenges
- All aspects of recruitment of staff, including volunteers

The best person for this job will be:

- Educated to A level or equivalent work experience
- Able to balance and articulate the needs of online community with aspirations of wider organisation
- Able to recognise the potential and value of online digital services in the future as channels to deliver education and peer support to mass audiences
- Highly organised and efficient with strong organisational skills and excellent attention to detail
- Solution focused, self-motivated and adaptable
- Fully competent in Microsoft Office, including Word, Excel and PowerPoint
- Required to work 35 hours per week across a range of hours between 9am and 7pm, Monday to Friday
- Willing to work flexibly and outside of office hours on occasion
- Willing to travel to other Diabetes UK offices as necessary