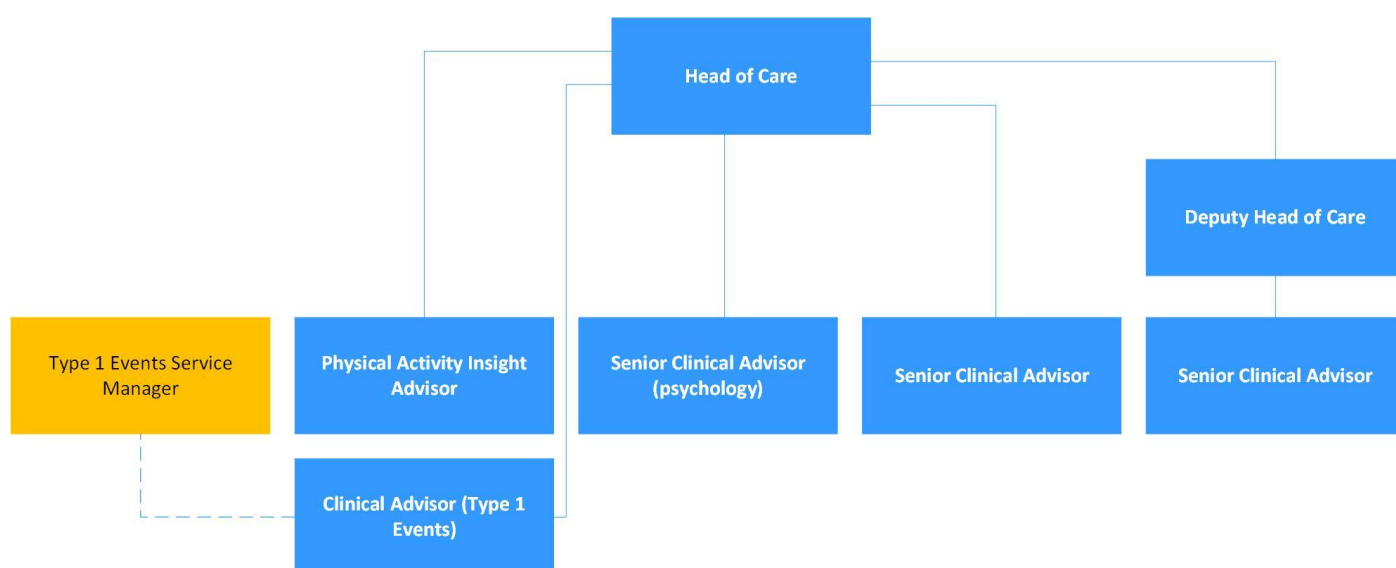


Job Title: Senior Clinical Advisor

DIRECTORATE:	Policy Campaign and Improvement
SECTION:	Care
REPORTING TO:	Head of Care/ Deputy Head of Care
CONTRACT:	Permanent



WORKING RELATIONSHIPS:

Inside Diabetes UK

Policy, Campaigns and Mobilisation, Improvement and Innovation, Engagement and Fundraising, particularly media and content teams, Helpline, Advocacy, Events, Nations and Regions, All members of staff, medical advisers, Council of Healthcare Professionals, Council of People with Diabetes, volunteer groups.

Outside Diabetes UK

People living with, or at risk of, diabetes, diabetes health care professionals, external agencies such as pharmaceutical, food retail and consumer product organisations, civil servants and government bodies such as NICE, Royal Colleges and other professional bodies and other charities

OVERALL PURPOSE OF THE JOB

The Clinical team works closely with the Head of Care to create the conditions to improve standards of diabetes care and the lives of people living with and at risk of diabetes.

A senior clinical adviser uses their deep understanding and expertise to lead on their clinical area by: developing products and resources, reviewing evidence, bringing in new knowledge, ensuring clinical accuracy throughout Diabetes UK's work and communicating through a wide variety of media.

While you lead on a particular area (children and young people), you will be expected to work fluidly throughout the clinical team forming insight from all areas of diabetes care, including community care, prevention and physical activity, nutrition, inpatients, and education.

MAIN DUTIES AND RESPONSIBILITIES:

Development

- Devise, develop and manage the delivery of clinically accurate, high quality interventions and information products.
- Build on your existing deep knowledge and contacts by proactively bringing knowledge and insight into the organisation through research, critically reviewing evidence and building relationships with leading UK and international clinicians, academics and professional bodies.

Clinical expertise

- Be an acknowledged expert on diabetes within the organisation for clinical knowledge and insight with up-to-date knowledge and continued professional development.
- Be the key clinical adviser for your work area - assuring clinical messaging, appropriate audiences and need - across the organisation including campaigns, programmes and tools for people living with and at risk of diabetes.

Cross-organisation working and influencing

- Effectively build and maintain excellent internal relationships with colleagues and teams across the charity to achieve the outputs in line with strategic goals and provide diabetes care insights and knowledge.
- Be a key part of planning, researching and developing clinical content with other teams to ensure our resources responds to the needs of the target audience, reflects key messages and brand guidelines.
- To act as an internal point of contact between the press and media team to respond autonomously and confidently to requests
- Provide ad-hoc support of external facing teams and contacts such as Helpline with complex queries.
- Design and deliver training sessions to staff and volunteers.

Communications

- Produce written work of the highest quality and rigour. This includes writing for peer-reviewed academic journals; clinical guidelines and position statements; and, Diabetes UK reports, publications and media statements.
- Explain complex clinical issues to a wide variety of audiences including: fellow experts in the field, politicians, people with diabetes and lay audiences, including Diabetes UK staff across the country.
- Improve public understanding of diabetes and communicate Diabetes UK positions on clinical and other issues in the national and local media through broadcast interviews; on-the-record interviews and journalist briefings.

- Develop and deliver new content ideas for Diabetes UK channels.

Other

Willingness to travel throughout the UK and work flexibly to meet the needs of the charity.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Ability to build and maintain effective relationships with a wide range of people, including senior directors, clinicians and researchers
- Creative and forward-thinking approach to solutions
- Pro-active with a can-do attitude
- High attention to detail and consistent follow through

The best person for this job will have experience in:

- Record of identifying significant gaps in services and successfully influencing to improve services
- Evidence of writing high quality articles and patient information
- Post registration experience within diabetes care
- Experience of working with multi-disciplinary teams/ multiple stakeholders
- Evidence of supporting self-management in people with long term conditions
- Experience of working in diabetes specialist services (community, secondary care, or children's services)
- Evidence of group facilitation or delivering patient education sessions
- Previously presented at conferences: oral or poster presentation

The best person for this job will be:

- Registered Healthcare Professional with current registration
- Evidence of continued professional development
- Post registration courses in diabetes relevant areas
- Deep knowledge and understanding of diabetes care and the NHS
- Ability to critically appraise research findings and apply to clinical practice
- Excellent interpersonal skills, and ability to communicate effectively with a wide range of people.
- Excellent presentation and writing skills
- Ability to build strong relationships with key stakeholders
- Effective time management and prioritisation skills with the ability to work calmly under pressure and tight deadlines
- Proficient in MS- Word, PowerPoint and Outlook