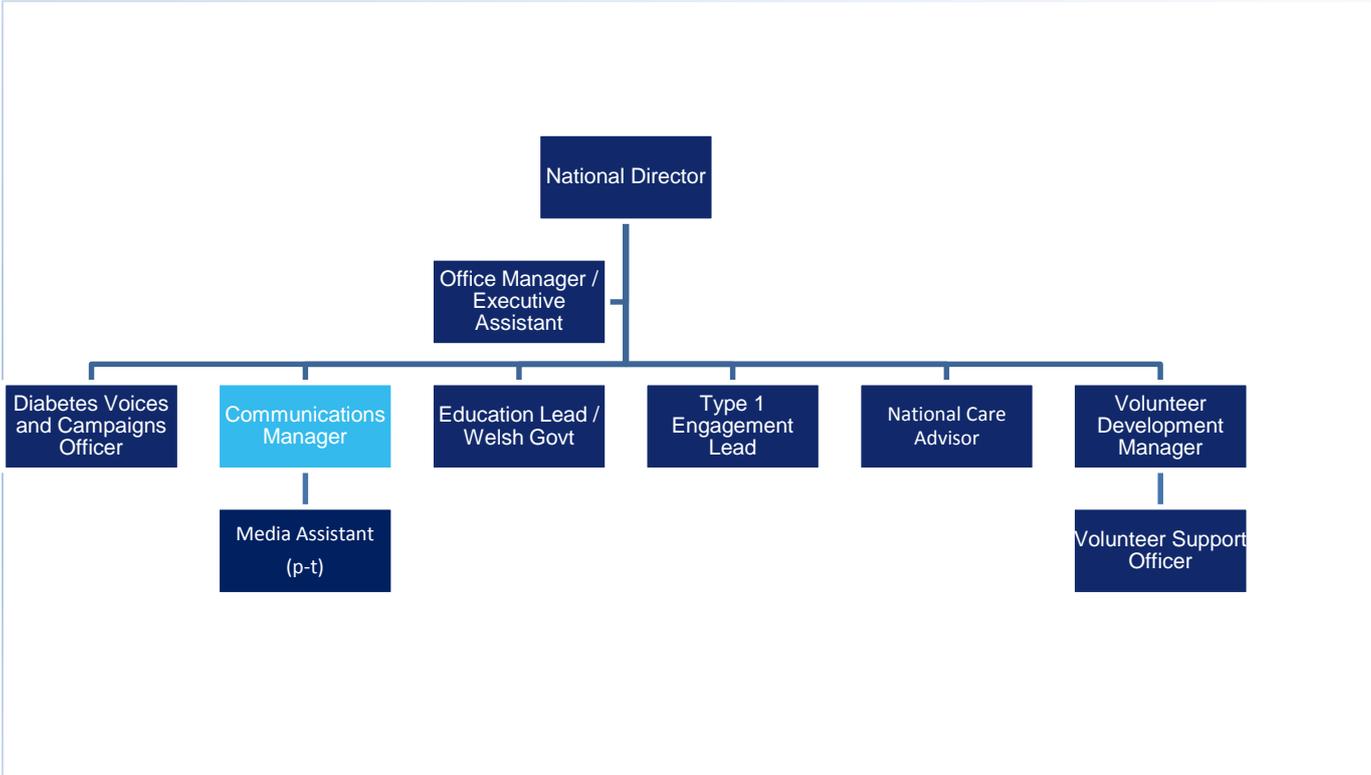


**Job Title – Communications Manager**

<b>DIRECTORATE:</b>	Operations
<b>TEAM:</b>	Wales
<b>REPORTING TO:</b>	National Director
<b>CONTRACT:</b>	Fixed-term maternity cover

**WORKING RELATIONSHIPS:**



**Inside Diabetes UK**

Wales team, policy team, central media team, other national office teams, communications directorate, web team, digital team, creative team, Wales Advisory Council, members, volunteers, and other staff as appropriate

**Outside Diabetes UK**

Health professionals, media contacts, voluntary organisations, Assembly Members, Welsh Government representatives, corporate partners

## **OVERALL PURPOSE OF THE JOB**

To lead, develop, deliver and Diabetes UK's communications work in Wales through management of proactive and reactive media, website and social media. To deliver bilingual communication through these functions and liaise with central creative teams to ensure core communications and products are translated accordingly

## **MAIN DUTIES AND RESPONSIBILITIES:**

### **Communications and media**

- To lead on all communications work for Diabetes UK Cymru.
- Develop and deliver the charity's communications and media strategy for Wales including contributing to cross UK media planning meetings, growing our presence in Wales and placing our messages strategically in media outlets
- Conduct media interviews in English and Welsh across print and broadcast (TV and radio) outlets.
- Provide media briefings to directors and spokespeople (DUK staff, clinicians and people with diabetes)
- Deliver a 24-hour on call reactive media function
- Produce and deliver a proactive media strategy and establish and maintain a reactive media function.
- Manage the charity's national communications grid/plan in collaboration with HQ media colleagues
- Maintain a photo library / liaison with photographers and manage subsequent media consent / safeguarding issues
- Maintain and grow a set of case studies (people with diabetes and clinicians) for use in media, publications and campaigns work. Ensure safeguarding considerations are paramount in management of this resource.
- Work collaboratively with NHS Wales communications professionals (health boards communications teams/Public Health Wales) to strategically advise on diabetes communications issues to increase charity awareness and impact
- Deliver media materials and support to DUK groups, diabetes activists (DVs) and health board patient reference groups
- Quickly identify and provide advice to senior staff on reputation management issues requiring communications responses
- Managing part time Media Assistant
- Develop and manage partnerships with NHS Wales and Welsh Government diabetes communications teams and stakeholders

### **Translation / Bilingualism (brand/messaging & publications)**

- Manage and implement Diabetes UK Cymru's Welsh language policy and ensure it is updated to reflect external best practice and guidance.
- Work with creative team, campaign and product managers to translate materials into Welsh
- Deliver PR and event-based project management of organisation-wide initiatives such as Diabetes Week and World Diabetes Day
- Proof and provide creative sign off for materials produced in Welsh and English and ensure products adhere to brand and key messages guidelines
- Manage relationships with designers, translators and publishers to ensure timely delivery of products in collaboration with the central creative team.

### **Social Media and website**

- Strategically grow Diabetes UK Cymru's website and social media presence
- Provide 24/7 social media monitoring and escalate sensitive or urgent issues to director of Diabetes UK Cymru in timely fashion
- Manage development and content of Diabetes UK Cymru's website in English and Welsh
- Deliver staff training to up-skill Diabetes UK staff in website management (CMS) and social media management.

## Campaigns

- Develop, design and deliver communications focused campaigns in Wales.
- To work with the Policy and Public Affairs Manager to develop and tailor Diabetes UK campaigns for delivery in Wales, in conjunction with relevant teams in Central Office.
- Develop and deliver a Wales specific campaign, the DKA campaign, which will aim to increase awareness of the importance of early diagnosis of Type 1 diabetes with three targeted phases of campaigns activity to primary care staff, the general public and education audiences.

## PERSON SPECIFICATION:

### The best person for this job will have the following skills:

- Understand the external environment and Welsh media landscape
- Have excellent written skills with the ability to produce news releases, articles, statements and briefings as required.
- Communicate clearly, concisely and sensitively in a wide range of formats and on diverse topics, from individuals' personal stories to communicating medical or policy information.
- Have excellent interpersonal and stakeholder management skills.
- Used to liaising appropriately with wide range of individuals, from fundraisers and volunteers to suppliers and journalists.

### The best person for this job will have the following experience and qualifications:

- Proven experience of working in communications / media relations.
- Developing, delivering and assessing complex, bilingual communications campaigns to a variety of audiences with clarity and confidence.
- Drafting a variety of written work including press releases, features, web stories, statements and briefings as required.
- Liaising with journalists on proactive and reactive stories.
- Working on multiple projects / stories concurrently and to deadline.
- Managing and monitoring social media accounts across a number of common platforms.  
Arranging photo-calls and briefing photographers

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

- Proactive, solution focussed, self-motivated and adaptable
- Excellent inter-personal and stakeholder management skills
- Enthusiastic and Collaborative team worker
- Highly organised and efficient with strong organisational skills and excellent attention to detail
- Ability to travel across Wales and to London (with overnight stays)