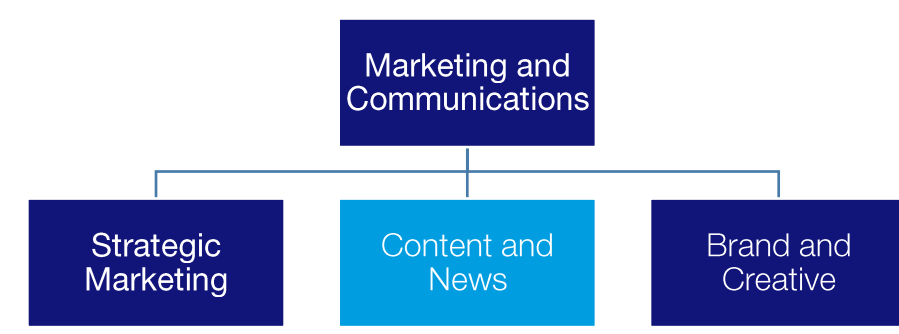
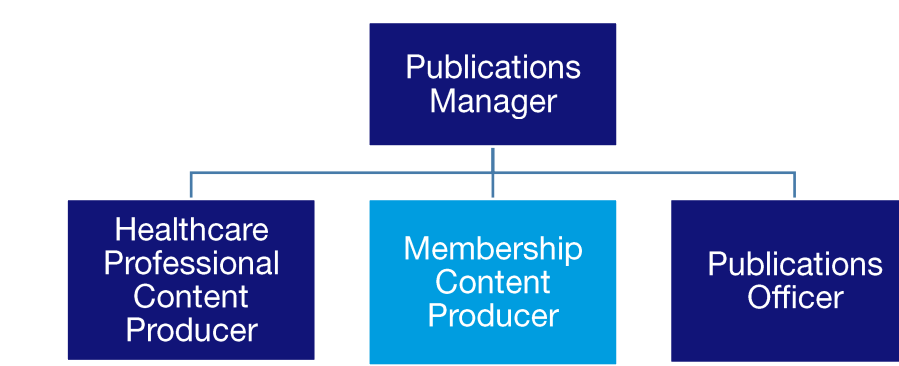


<p>Job Title Membership Content Producer</p>	<p>Directorate and team This role sits in the Content and News Team in the Marketing and Communications section of the Engagement and Fundraising directorate.</p> <p>Department</p>  <pre> graph TD A[Marketing and Communications] --> B[Strategic Marketing] A --> C[Content and News] A --> D[Brand and Creative] </pre> <p>Job and reporting line</p>  <pre> graph TD A[Publications Manager] --> B[Healthcare Professional Content Producer] A --> C[Membership Content Producer] A --> D[Publications Officer] </pre>
<p>Key focus of the role This role will deliver user-centred content design across print and online, with a focus on our membership audience. You will contribute to the membership subscription magazine, Balance, and create excellent customer journeys to improve membership acquisition and retention.</p>	
<p>Key deliverables</p> <ul style="list-style-type: none"> Support in the delivery of four issues of Balance magazine per year. Be the day-to-day contact with the magazine agency to create, edit and develop new content. Write, edit, commission and proofread high-quality editorial content across digital and print, including the monthly membership email newsletter – following best practice in accessibility, usability and content design. Reuse and repurpose existing print content for online to create seamless digital journeys and engage members with audience-focused content. 	
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Permanent Hours: Full-time, 35 hours per week Pay range: Band 6 	
<p>Key working relationships internal All teams and directorates across Diabetes UK, particularly those within the Engagement and Fundraising directorate, as well colleagues who are subject matter experts in clinical diabetes care and research communications.</p>	
<p>Key working relationships external Magazine agency, freelance creatives and Diabetes UK members including people with and affected by diabetes.</p>	

All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- the key activities you'll undertake (**the What**) and
- the skills, knowledge, experience and behaviours you need to be successful in this role (**the How**).

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Key activities – What you need to do

Improving delivery	Communicating with others	Collaborating with colleagues	Building external relationships
<ol style="list-style-type: none"> 1. Support the delivery of Balance magazine – including contributing ideas, writing articles, interviewing case studies and liaising with the magazine agency. (S) 2. Use customer insights and data to improve engagement with our content. 3. Make suggestions to improve the processes and delivery of membership content, for the optimal membership experience. 4. Provide professional expertise and guidance on content best practice to colleagues across the organisation. 	<ol style="list-style-type: none"> 5. Write, edit, commission and proofread high-quality content – following best practice in accessibility, usability and content design. (S) 6. Use technical knowledge of search engine optimisation, a Content Management System and Google Analytics to optimise digital content. 7. Produce regular reports and analysis on content performance, providing a clear narrative for making recommendations for improvements. 	<ol style="list-style-type: none"> 8. Liaise with content contributors across the organisation, keeping stakeholders to deadline. 9. Use content strategy workshops and techniques to understand user needs, bringing internal subject matter experts along on the journey. 10. Work with our Publications Manager and Membership Manager to understand strategic business goals for engaging members and apply that to content planning. (S) 	<ol style="list-style-type: none"> 11. Be the day-to-day contact between the magazine agency and Diabetes UK. (S) 12. Build relationships with members and people with diabetes to help improve the membership experience. 13. Work with team members and content producers around the organisation to drive a culture of content that is co-produced with users – in this case, with Diabetes UK members. 14. Keep up to date on the latest trends in content and publishing, sharing this with other members of the team.

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

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Making decisions	Improving delivery	Communicating with others	Collaborating with colleagues
<ul style="list-style-type: none"> 1. Use customer data and insights to make decisions about what content to produce and in which format. (S) 2. Make editorial decisions by listening to the expertise of key stakeholders and discussing with your line manager, as well as using your own excellent editorial judgement. (S) 3. Be a creative problem-solver – thinking outside the box and using your own initiative to come up with solutions. 	<ul style="list-style-type: none"> 4. Set and work to busy schedules, communicating issues and delivering to deadline. (S) 5. Take responsibility to identify what we could do differently in content production and suggest alternative approaches. 6. Stay up to date with emerging market trends and share these learnings with the team to encourage innovation and testing new ways of working. 	<ul style="list-style-type: none"> 7. Have excellent writing, editing and proofreading skills, with meticulous attention to detail. 8. Use clear verbal and written communication skills to influence staff at all levels of the organisation as well as external stakeholders. 9. Role model our tone of voice and brand principles, ensuring our print and digital content outputs deliver a recognisable Diabetes UK experience. (S) 	<ul style="list-style-type: none"> 10. Build trust and respect with subject matter experts – ensuring they have a good experience working with the Content Team. (S) 11. Be a team player, supporting the Publications Manager and the rest of the Content Team with ad hoc tasks. 12. Support with building the internal reputation of the Content Team as an internal, expert content agency.

Qualifications – Qualifications you need to carry out this role

N/A