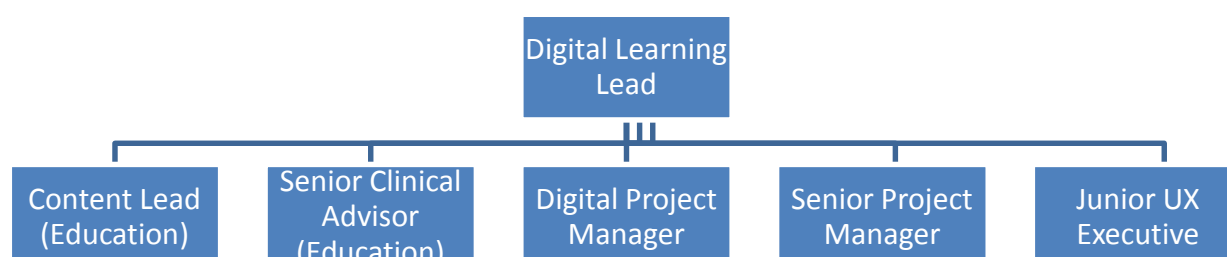


Senior Clinical Advisor (Digital Education) (part-time: 17.5 hours a week)

DIRECTORATE:	Operations
SECTION:	Services
REPORTING TO:	Diabetes Learning Lead
CONTRACT:	Permanent



WORKING RELATIONSHIPS:

Inside Diabetes UK
All members of staff, Council of Healthcare Professionals, Council of People with Diabetes, volunteer groups.
Outside Diabetes UK
People living with diabetes, parents, carers, health care professionals, NHS managers and commissioners, external statutory agencies, civil servants and government bodies such as NICE, Royal Colleges and other professional bodies and other charities. Creative/digital agencies and academics.

The Digital Education Team manages an online, personalised e-learning and behaviour change platform: Learning Zone. The service aims to help people with diabetes, parents and carers to deepen their knowledge of the condition, facilitate improvements in self-care and help individuals embark on behaviour change activities and sustain them. Content development is informed by behaviour change and education theory and is supported by a strong evaluation framework with a range of feedback mechanisms to assess the performance of the content and its impact for users. The team is constantly evolving and iteratively improving the platform. Digital learning is a strategic priority for the charity and the scope of the Digital Education Team is expanding by

facilitating better integration of Learning Zone with Diabetes UK's information services and peer to peer learning through the Diabetes Forum. It is an ambitious and exciting area of work for the charity. The post sits in the charity's clinical team, is supported by the Head of Care and will also undertake some clinical tasks as part of the charity's care team.

OVERALL PURPOSE OF THE JOB

The Digital Education Team works closely with all teams across the charity to deliver a digital education strategy to improve the lives of those living with diabetes. The post holder will assist the digital education team to deliver clinically accurate and engaging content to help people manage their diabetes more effectively. The role will provide the clinical perspective to contribute to the team's production of digital content that helps people improve their self-management and adapt their lifestyle. This will help to ensure that online education content is co-produced with users, is clinically accurate, engaging and simple.

MAIN DUTIES AND RESPONSIBILITIES:

- Lead on the clinical personalisation of education content and ensure content meets clinical guidelines of diabetes management
- Work collaboratively with the Digital Education Team, learning designers, copywriters and content producers to deliver high quality health education content. Conduct desk research, gather insight and contribute to content development work
- Deliver clinically accurate content that helps people improve their diabetes self-management and adapt their lifestyle behaviours to take better control of the condition
- Ensure that clinical content development is informed by user needs. With colleagues in the education team, deliver meetings and workshops to gather users views and needs
- Support the clinical team across projects including, but not limited to; duty advising; meeting with and presenting to clinical stakeholders; as well as acting as an internal point of contact between clinical and other teams in the organisation.
- Keep abreast of national and international developments in diabetes care to ensure education content is up to date and clinically accurate
- Effectively build and maintain excellent internal relationships with key colleagues in directorates across the charity (e.g. Engagement and Fundraising, Operations, Policy Campaigns and Improvement and teams in the Nations and regions) to achieve clinical outputs in line with education strategy goals.
- 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:

- Demonstrate proven post-registration clinical experience.
- Identify gaps and propose new ways to clinically improve digital services

- Have an understanding of how to help people improve their management of diabetes and demonstrate evidence that this has been applied in prior roles
- Understand diabetes care and have knowledge of the NHS
- Undertake work with effective time management and prioritisation skills with the ability to work calmly under pressure and tight deadlines
- Communicate effectively with a wide range of people, with excellent presentation and writing skills
- Deliver oral presentations to HCPs or patients in workshops or at conferences

The best person for this job will have experience in:

- Writing health content or conveying information to patients of different skill/education levels.
- Knowledge of diabetes education / self-management programmes
- Working with multi-disciplinary teams/ multiple stakeholders
- Supporting self-management education in people with long term conditions
- Independent clinical decision making and prioritisation skills
- Working in diabetes specialist services (desirable)
- Group facilitation or delivering patient education sessions (desirable)
- Participated in film work or acted as a spokesperson (desirable)

The best person for this job will be:

- A registered Healthcare Professional with current state registration and evidence of continued professional development, ideally with post registration courses in diabetes areas
- Innovative and flexible with content production to meet the needs of the project
- Creative and forward-thinking in approach to solutions
- Consistent with high attention to detail
- A good team player with the ability to work well using own initiative
- Pro-active with a can-do attitude
- Proficient in MS- Word, Excel, PowerPoint and Outlook
- Willing to travel throughout the UK and work flexibly to meet the needs of the charity
- A Diabetes Self-Management Educator (DSME) (desirable)
- Knowledgeable in basics of Learning and Content Management Systems technology (desirable)