
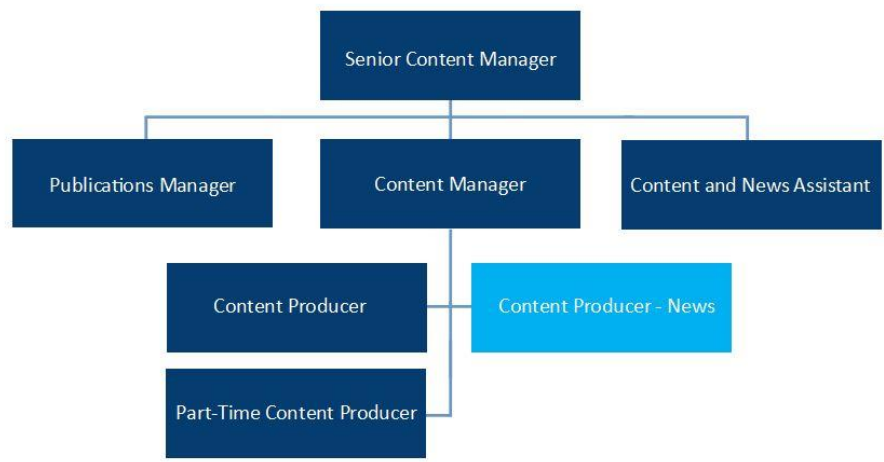


<p>Job Title Content Producer – News</p>	<p>Directorate and team This role sits in the Content and News Team in the Marketing and Communications section of the Engagement and Fundraising directorate.</p>
<p>Key focus of the role The focus of the role is to deliver and coordinate topical news and opinion-led content in a variety of formats, including web content and podcasts. You will be responsible for a calendar of news and views content, regularly reporting on performance of existing and making data-led recommendations for new content.</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>Key deliverables</p> <ul style="list-style-type: none"> Produce reactive content in response to external events and news. Create and deliver against a calendar of proactive news and views content. Use customer insights and data to improve the reach and engagement of our news and views content. 	<p>Job and reporting line</p>  <pre> graph TD A[Senior Content Manager] --> B[Publications Manager] A --> C[Content Manager] A --> D[Content and News Assistant] C --> E[Content Producer] C --> F[Content Producer - News] C --> G[Part-Time Content Producer] </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Permanent Hours: 35 hours (full-time) Pay range: Band 6 	
<p>Key working relationships internal Colleagues in the Engagement and Fundraising directorate, particularly within Marketing and Communications, as well as teams across Operations, Policy Campaigns & Improvement, Research and Health Intelligence & Professional Liaison.</p>	
<p>Key working relationships external Freelancers, agencies, suppliers, healthcare professionals, volunteers, and 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**).

Key activities – What you need to do

Communicating with others	Making decisions	Improving delivery	Collaborating with colleagues
<p>1. Write, edit, commission and publish high-quality digital and audio content for reactive news stories – following best practice in accessibility, usability and content design, working with our in house creative team where appropriate.</p> <p>2. Produce regular reports and analysis on content performance, providing a clear narrative for colleagues on the impact of news content and where improvements might be needed.</p> <p>3. Manage some inbound correspondence from the diabetes community, including diabetes technology reviews and a 'share' your opinion' inbox.</p>	<p>4. Use data and technical knowledge of search engine optimisation, Content Management Systems (Drupal experience is desirable) and Google Analytics to make decisions about what content to create and in which format.</p> <p>5. Support the Content Manager in forward planning and prioritisation of content that has a strategic impact, grows reach and drives engagement.</p>	<p>6. Project manage the delivery of News & Views activity on the website, including ideation, commissioning, producing and evaluating content performance.</p> <p>7. Make suggestions to improve Content team processes and delivery.</p> <p>8. Provide expertise and guidance on content best practice to colleagues across the organisation.</p> <p>9. Have a good knowledge of the diabetes news landscape to ensure we're producing content the community is interested in.</p>	<p>10. Work closely with the Media team to forward plan proactive news articles.</p> <p>11. Work with the Stories team to produce user-generated, story-led content from supporters, ensuring safeguarding and data compliance.</p> <p>12. Work with the Marketing team to promote topical news and opinion-led content across email and social media, considering key steps in the user journey and evaluating performance.</p> <p>13. Support the Content Manager with planning and delivering content training across the organisation.</p>

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

Communicating with others	Managing and developing self	Collaborating with colleagues	Building external relationships
<ol style="list-style-type: none"> 1. Be able to measure the impact of the content you produce and communicate how it supports the Content and News team strategy. 2. Role model our tone of voice and brand principles, ensuring our content outputs deliver a recognisable Diabetes UK experience. 3. Use clear verbal and written communication skills to communicate with staff at all levels of the organisation as well as external stakeholders. 	<ol style="list-style-type: none"> 4. Be a proactive problem-solver – thinking outside the box and using your own initiative and experience to come up with creative solutions. 5. Stay up to date with emerging market trends and share these learnings with the team to encourage innovation and testing new ways of working. 	<ol style="list-style-type: none"> 6. Build trust and respect with subject matter experts across the organisation, ensuring they have a good experience working with the Content and News team. 7. Be a team player, supporting the team with ad hoc tasks as and when required. 	<ol style="list-style-type: none"> 8. When responding to external queries or commissioning content, ensure customers have a good experience with Diabetes UK. 9. Work with team members and content producers across the organisation to drive a culture of co-production, looking for new ways to publish user-generated content and make improvements to existing content based on feedback.

Qualifications – Qualifications you need to carry out this role

N/A