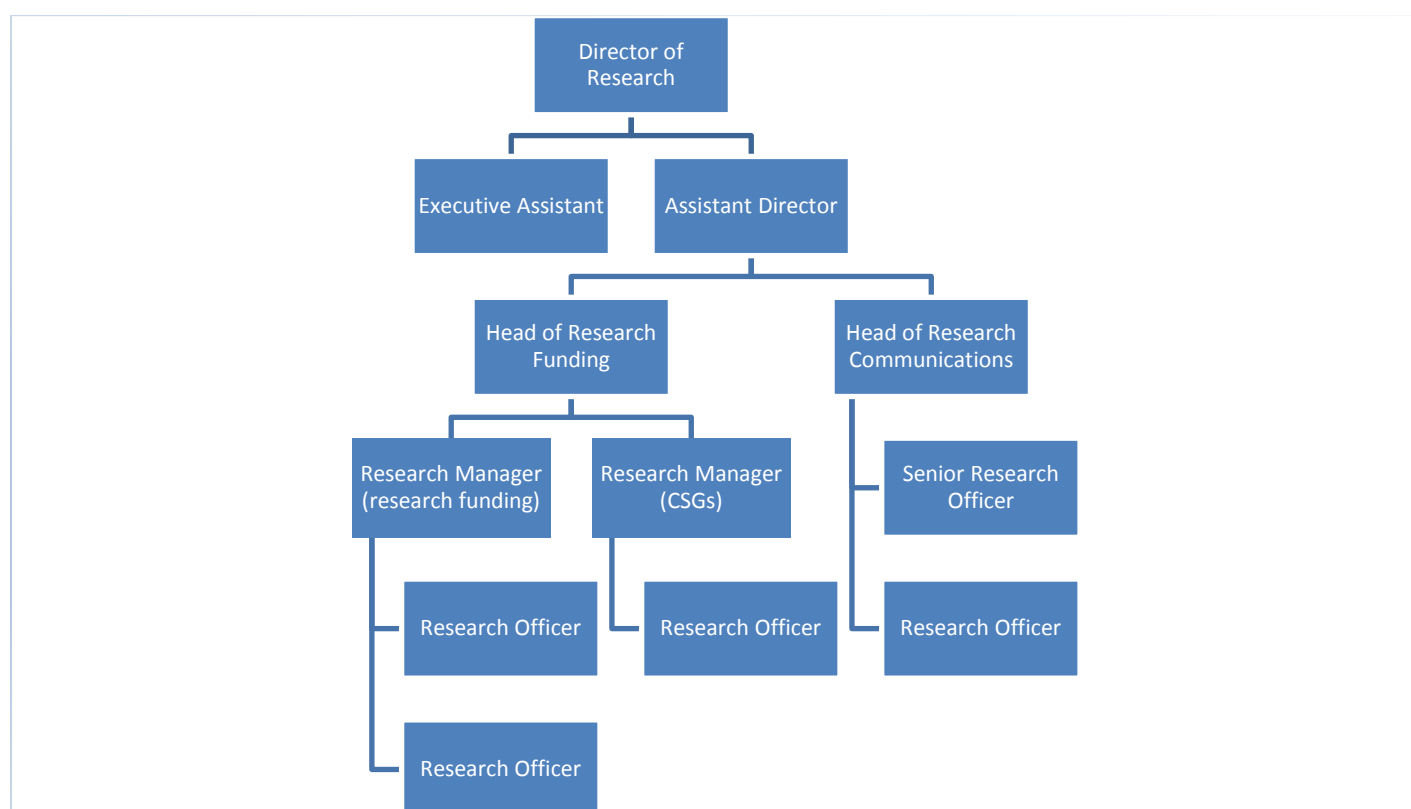


Job Title: Head of Research Communications

DIRECTORATE:	Research
SECTION:	Research
REPORTING TO:	Assistant Director of Research
CONTRACT:	Permanent, full-time



Research Directorate Organogram

WORKING RELATIONSHIPS:

Inside Diabetes UK

All directorates within Diabetes UK, with an emphasis on Fundraising and Media as key customers.

Outside Diabetes UK

The diabetes research community (including grant applicants, grant holders and expert advisors), people living with diabetes, journalists, volunteers and voluntary groups, supporters and healthcare professionals.

OVERALL PURPOSE OF THE JOB

To lead the Research Communications Team that delivers Diabetes UK's research communications and impact work and support Diabetes UK's new strategy (2020-2025) which has two overarching ambitions

- we want people to live well and longer with diabetes
- we want to cure or prevent diabetes

and five focussed outcomes over the next five years

- more people with type 1, type 2 and all other forms of diabetes will benefit from new treatments that cure or prevent the condition
- more people will be in remission from type 2 diabetes
- more people will get the quality of care they need to manage their diabetes well
- fewer people will get type 2 and gestational diabetes
- more people will live better and more confident lives with diabetes, free from discrimination

MAIN DUTIES AND RESPONSIBILITIES:

KEY ACCOUNTABILITIES:

- Lead the primary research content expert team for Diabetes UK, ensuring the timely availability of information about all of the research we fund in plain English
- Lead on the reporting of research impact
- Support the delivery of the strategic outcomes through the research strategy
- Work with the Research Funding Team to provide information about the research we fund and its impact, to support our communications and fundraising goals.
- Work with our fundraisers to generate income by promoting research to supporters and prospective supporters
- Work with our media team to raise awareness by promoting Diabetes UK funded research to key audiences and the general public
- Deliver insight into our research portfolio that engages other internal customers and helps them talk about research to their stakeholders
- Manage relevant elements of the Research Directorate's budget and business plan
- Build and maintain excellent professional relationships with the diabetes research community and other external organisations/individuals that influence how we talk about our research
- Represent Diabetes UK externally with appropriate confidence and authority to speak on behalf of the Charity
- Set professional skill and quality standards to enable delivery of outputs to appropriate time, quality and cost criteria
- Build a highly motivated team establishing a culture of quality performance and continuous improvement

SPECIFIC RESPONSIBILITIES:

Research Impact

- Lead in the collation and dissemination of research impact from Diabetes UK funded work
- Lead the planning and development of a regular research impact report in line with Diabetes UK Board of Trustee's requirements
- Devise a dissemination strategy for impact stories that meet the needs of Diabetes UK's numerous stakeholders

Fundraising

Maximise the value of our research portfolio for fundraising by:

- Building and maintaining effective relationships and dialogue with fundraising customers, to understand their information needs and those of their audiences
- Providing insight into the research portfolio that grows the confidence and capability of our fundraising customers to match all of our research effectively to their audiences
- Developing compelling stories about the research we fund in lay language, that fundraising professionals can turn into appropriate materials for their work
- Engaging fundraising staff early to help them assess the potential value of using newly funded research to support their work
- Engaging fundraising staff early with our strategic ambitions, translating priorities for new areas of work from our research strategy into "pitches" that our fundraising staff can use to seek support
- Providing tailored research content to support fundraising events, mailings, publications and multimedia output
- Overseeing management of our adopt-a-project scheme to ensure that all adoptions are recorded.

Communications

- Work with the media team to drive generation of high quality media stories from Diabetes UK funded research
 - Proactively identify and monitor research likely to generate media-worthy results, engaging the media team in the process
- Develop and manage appropriate communication plans for Diabetes UK funded research
- Work with the Media Relations Team and the Director of Research to respond to requests for comment on diabetes research stories from media outlets
 - Reviewing research publications and press releases and drafting media comments for sign off by the Director of Research as appropriate
 - Supporting preparation for media interviews
 - Deputising for the Director of Research where necessary as Diabetes UK spokesperson, through press comment and broadcast interviews
- Work with Supporter Services, Careline and Social Media teams to help them respond to public enquiries about research, with an emphasis on enabling teams to answer queries themselves wherever possible
- Prepare, disseminate and deliver tailored research presentations for internal and external events
- Manage requests for support with research study recruitment and communicate opportunities to take part in research to people with diabetes through appropriate channels

Internal Engagement

- Ensure that staff have the information they need about research to support them in their roles and the confidence to use it
 - Manage the delivery of the research component of staff inductions
 - Manage the delivery of tailored training and support in the use of research information for key staff groups (such as national and regional teams and supporter services)
 - Ensure that research has an engaging presence in our internal communications channels and workspace

Content Management

- Manage the production of lay summaries of research grant applications and scientific reports on research grants, their curation in our research grant management system and their delivery through our website, intranet and other channels
- Manage the collection and curation of case studies and images related to Diabetes UK funded research and researchers
- Be responsible for content, delivery and annual update of the Diabetes UK directory of research projects
- Act as Editor of the Research section of the Diabetes UK website and of research content for social media channels, ensuring content remains relevant, accurate and engaging
- Work with teams across the organisation to provide research news and feature content for publications, including *Diabetes Balance* and *Update*, the Diabetes UK annual report, and external newsletters

People

- Manage the Research Communication Team
 - Lead, coach and support team members, acting as a role model, enabling them to succeed in their roles and achieve their maximum potential
 - Work with the Head of Research Funding to balance staff priorities and develop the research information capabilities of Research Officers
 - Support the Head of Research Funding with staff recruitment
 - Provide feedback on relevant objectives to Research Officers and the Head of Research Funding as part of the staff appraisal process
- Provide induction and appropriate training to staff to ensure they perform at the standards required to deliver the needs of the business
- Build relationships with Diabetes UK researchers through face-to-face interviews, lab visits, conference attendance and other communications and engagement activities to provide multimedia content for case studies, publications, events and the Diabetes UK website
- Manage relationships with key fundraising and communications business areas owners to ensure that their relevant business planning priorities are developed with research input

PERSON SPECIFICATION:

The best person for this job will be able to:

- Committed to delivering the Diabetes UK strategy, objectives and continuous improvement
- Committed to delivering excellent, consistent and professional service
- Excellent interpersonal skills for liaising with diverse groups of internal and external communities, including those at the highest level
- Excellent relationship management skills resulting in collaborative inter-working
- Excellent communicator, able to interpret and explain complex information with clarity and confidence, supported by excellent listening and influencing skills
- Excellent strategic and innovative thinker
- Credible influencer and negotiator, able to demonstrate that they understand others points of view whilst successfully putting an alternative point of view into the discussion or debate
- Excellent analytical and complex problem solving skills, with a solution based approach
- Excellent planning and organisational skills, able to prioritise and manage multiple tasks, working to challenging targets and deadlines
- Confident decision maker. Demonstrates a high level of empowerment by taking control and exercising leadership.
- Committed team player taking pride in motivating teams and encouraging personal development in individuals

- Self-motivated, adaptable, working with integrity and upholding organisational values and mission

The best person for this job will have experience in:

Essential

- Significant experience in a science communications role
- Experience of working as a media spokesperson
- Experience of writing reports, news and feature articles for lay and professional audiences.
- A confident public speaker with experience of presenting complex research information to lay and professional audiences using various media
- Experience of working to deadlines, managing multiple streams of work and prioritising.
- Experience of collaborating effectively with people from a range of disciplines.
- Staff management experience

Desirable

- Experience of working for a funding body
- Experience of supporting a fundraising department
- Diabetes relevant research experience

The best person for this job will be:

Essential

- Educated to degree level in relevant science or equivalent.
- Evidence of knowledge of the field of diabetes research
- Excellent knowledge of current and emerging best practice in science communication
- Knowledgeable user of social media and web-based channels for science communication
- Excellent project management skills

Desirable

- PhD in relevant science or equivalent experience would be desirable.