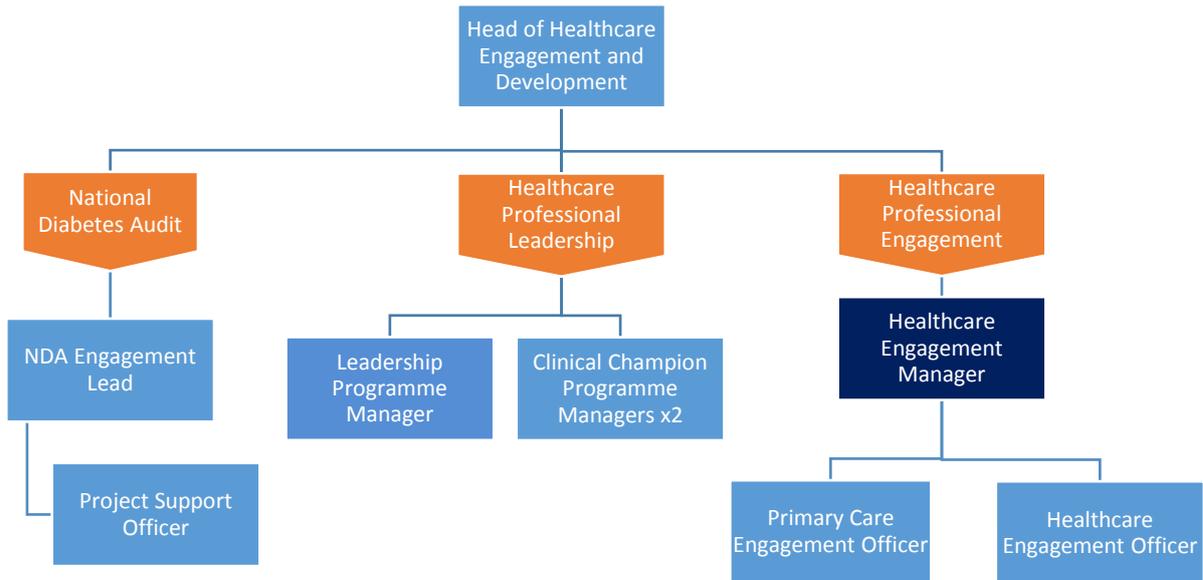


Healthcare Engagement Manager

DIRECTORATE:	Policy, Campaigns and Improvement
SECTION:	Improvement Support and Innovation
REPORTING TO:	Head of Healthcare Engagement and Development
CONTRACT:	12 months maternity cover



OVERALL PURPOSE OF THE JOB

The Healthcare Engagement Manager plays a key role in influencing the transformation of diabetes care and support. The job-holder will lead the engagement work with healthcare professionals (HCPs) through the establishment of strong relationships, the delivery of targeted and timely communications, plus a strong programme of relevant events and clinical skills training for HCPs.

WORKING RELATIONSHIPS:

Inside Diabetes UK	
<ul style="list-style-type: none"> • Policy, Knowledge and Insight Team • National Teams (in Scotland, Northern Ireland and Wales) • Regional Heads and Improving Care Managers • Campaigns Teams 	<ul style="list-style-type: none"> • Improvement Support and Innovation Team • Media Teams • Engagement and Fundraising Teams • Corporate Service Teams • Diabetes Voices/Service Champions
Outside Diabetes UK	
<ul style="list-style-type: none"> • NHS staff (e.g. commissioners, managers, healthcare professionals etc) • Professional conferences 	<ul style="list-style-type: none"> • Education deliverers • Health decision makers • Partners (funders, delivery partners, charities)

MAIN DUTIES AND RESPONSIBILITIES:

Project and operational management

- Lead work across multiple teams in the organisation to deliver complex projects that benefit both HCPs and people living with diabetes.
- Build strong, effective relationships with stakeholders in order to deliver team objectives smoothly and in a timely manner.

Professional education

- Maintain and review Diabetes UK's clinical skills based education offer to HCPs
- Project Lead on the development of a new digital learning platform for HCPs, liaising with many internal stakeholders to promote and integrate a variety of assets and information from across the Diabetes UK website.
- Support the professional events team to ensure that the Diabetes UK Professional Conference reflects the wider HCP educational strategy.

Relationship building, networking and liaison

- Negotiate high profile speaker slots for Diabetes UK at external conferences and manage Diabetes UK's presence at high profile national HCP conferences and events.
- Build and support networks that utilise skills, knowledge and profile of professionals working in diabetes to improve diabetes care, including project initiation and managing official representation.

Communication

- Own communication processes, tools and channels and, where appropriate, identify continuous improvement opportunities, to ensure the delivery of relevant and high quality content material which facilitates the increase and retention of professional members.
- Co-ordinate database management with internal and external databases, working closely, with Database Marketing to ensure that an assured system of data quality is developed and implemented.

Line Management duties

Deliver high quality line management including support, supervision and development of the team.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Demonstrate good understanding of healthcare professional culture, the NHS and how changes are affecting healthcare professionals
- Manage and motivate people
- Present and facilitate with confidence
- Build effective networks and professional relationships
- Write and communicate to a high professional standard, including writing copy for publications and reports
- Delivering complex projects on time and within budget
- Demonstrate high IT literacy, including using databases, Word, Excel and PowerPoint

The best person for this job will have experience in:

- Developing, delivering and evaluating professional learning events
- Preparing and delivering a range of presentations to a professional audience
- Writing evaluations reports that impact on future delivery
- Dynamic management of complex projects, including managing budgets
- Leading communication activities that grows engagement

Desirable

- Working in the charity sector

The best person for this job will be:

- Enthusiastic, positive and driven with a can-do and solution-focused approach
- Able to command respect and create a sense of community amongst the key stakeholders
- Willing to undertake extensive travel within the UK, including overnight stays
- Committed to tackling health inequalities, ensuring that ethnicity, poverty, education, religion or geography do not negatively impact on people's ability to access good care