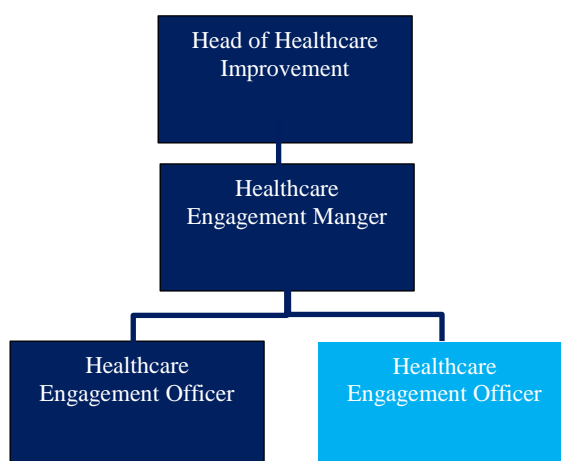


Healthcare Engagement Officer

DIRECTORATE:	Policy, Campaigns and Improvement
TEAM:	Healthcare Improvement Team
REPORTING TO:	Healthcare Engagement Manager
CONTRACT:	Permanent



WORKING RELATIONSHIPS:

Inside Diabetes UK

Healthcare Improvement, national, regional, policy, campaigns and mobilization, Council of Healthcare Professionals, events, research, finance, digital, improving care managers.

Outside Diabetes UK

NHS staff, professional bodies (e.g. Royal College of General Practitioners), Clinical education providers, Primary Care Diabetes Society (PCDS), Clinical Commissioning Groups, NHS trusts, funders, service managers, practice managers, network managers, conference organisers, IT providers.

OVERALL PURPOSE OF THE JOB

The Healthcare Improvement team play a pivotal role in Diabetes UK's commitment to transforming diabetes care, and building a better future for every person living with or affected by diabetes. The Healthcare Engagement Officer (HEO) will play a key part in ensuring the healthcare improvement team and Diabetes UK achieves this goal by effectively engaging with, be informed by, and influencing the many thousands of professionals who deliver care to people with diabetes.

The HEO will create a strong training offer for NHS staff and build strong relationships and communication channels with varied professional groups.

MAIN DUTIES AND RESPONSIBILITIES:

As part of the Healthcare Engagement Team:

- To play a key role within the Healthcare Improvement team, working closely with other members of the wider team in order to support our strategic goals and ambitions
- To identify, and understand the needs of different NHS professionals, including their current and emerging challenges, and using this understanding to provide strong solutions and support
- To support around the education and upskilling of NHS staff by refining our training offer, mobilising training courses through partnerships with relevant and appropriate training providers. This includes delivering presentations to professionals on the Diabetes UK's offer
- To lead on the development of products and services, including establishing effective partnerships that increase impact
- To act as a key lead and advocate for [information prescriptions](#) (both internally and externally), leading on its management, handling day to day queries and supporting greater uptake across NHS professionals, care
- Strengthen the Diabetes UK brand name, and raise awareness through our promotion as a reputable source of resources, toolkits and a clinical training provider

Maintaining engagement and communications:

- Strengthen pathways with commissioners and other health and social care organisations externally as well as with relevant teams internally. Coordinate collaborative events that will engage both NHS staff, communities and people with/or affected by Diabetes.
- To identify and deliver new ways of effectively communicating and reaching out to professionals. This includes reaching the disengaged
- Work closely with the other HEO to refine, manage and update the Professional Diabetes UK webpage to attract and meet the needs of different NHS professionals
- To Project manage the delivery of our monthly e-newsletters (along with the other HEO) to all our professionals networks and groups, using relevant email marketing software, reviewing, and reacting to analytical data to inform future e-newsletters
- Contribute to the development of any relevant content for Diabetes Update (Diabetes UK magazine for NHS staff) and other relevant journals, and Diabetes UK resources and toolkits across the organisation
- To ensure that all communications both internally and externally is timely, efficient and clear

Manage the relationship between our core associated Professional Groups (such as CHP, PCDS, ABCD, Clinical Network group and YDEF) and Diabetes UK:

- Lead on communication to the groups, and the planning and set up of relevant meetings, including room and presentation preparation, minute taking and dissemination
- Support the Healthcare Engagement Manager (HEM) and the wider organisation to strengthen the way we utilise the skills of the professionals groups
- Support the recruitment of relevant professional groups as and when required, ensuring all aspects of the process are carried out in a timely and accurate fashion

Diabetes UK Professional Conference (DUKPC):

- Project manage, promote and run recruitment for the DUKPC Organising Committee and provide all administrative support for the meetings
- Support the HEM to develop the main DUKPC stand, working closely with the events team in making sure it's developed in a manner that will create effective engagement by professionals
- Project manage, promote and run the nomination and election process for the DUKPC Named Lectures and awards

Professional events and conferences:

- Support the HEM to refine the conferences and events we support, endorse and attend, negotiating high profile speaking slots at, of which sometimes the HEO will present
- Coordinate the logistics for conference attendance, including the materials for external events, liaising with couriers, liaising with conference organisers and acquiring contra-agreements where appropriate

PERSON SPECIFICATION:

The best person for this job will have the following skills:

- Demonstrate attention to detail and very good organisational skills when planning work
- Demonstrate excellent IT skills including good working knowledge of MS office skills & database management
- Demonstrate excellent verbal and written communication skills, including excellent interpersonal skills and the ability to manage relationships with internal and external senior audiences with fluency and confidence

The best person for this job will have the following experience and qualifications:

- Educated to a degree level or equivalent
- Strong experience of working with the NHS and/or healthcare professionals and/or health/disability charity

- Working under pressure and simultaneously managing a number of different projects and workloads
- Be clear on their job role and how it relates and links in to the wider strategic priorities of the organisation
- Be resourceful (including being able to confidently process financial transactions and manage budgets) and efficient whilst complying with company policies
- Must be adaptable to change, keeping things simple and knowing how and when to adjust to ensure they are meeting the requirements of the organisation
- Be responsible for reviewing our approach as a team, being able to challenge the status quo and suggest alternative approaches effectively where needed, as well as being open to new suggestions and ideas from others

The best person for this job will be:

- Enthusiastic, positive and driven with a can-do and solution-focused approach
- Proactive in seeking out opportunities for self and the wider team, as well as knowing when to ask for help when needed
- Supportive and engaging with team members, sharing key knowledge and learnings with others where appropriate, and building strong relationships built on trust, respect and honesty
- Be a great motivator whilst being able to persuade and influence others positively
- An excellent communicator, adapting messages to tailor the audience and able to work with a range of stake holders both internally and externally at a variety of levels
- Willing to undertake travel within the UK, requiring work outside of normal office hours and on weekends (minimum of 15 occasions per year, flexitime available).