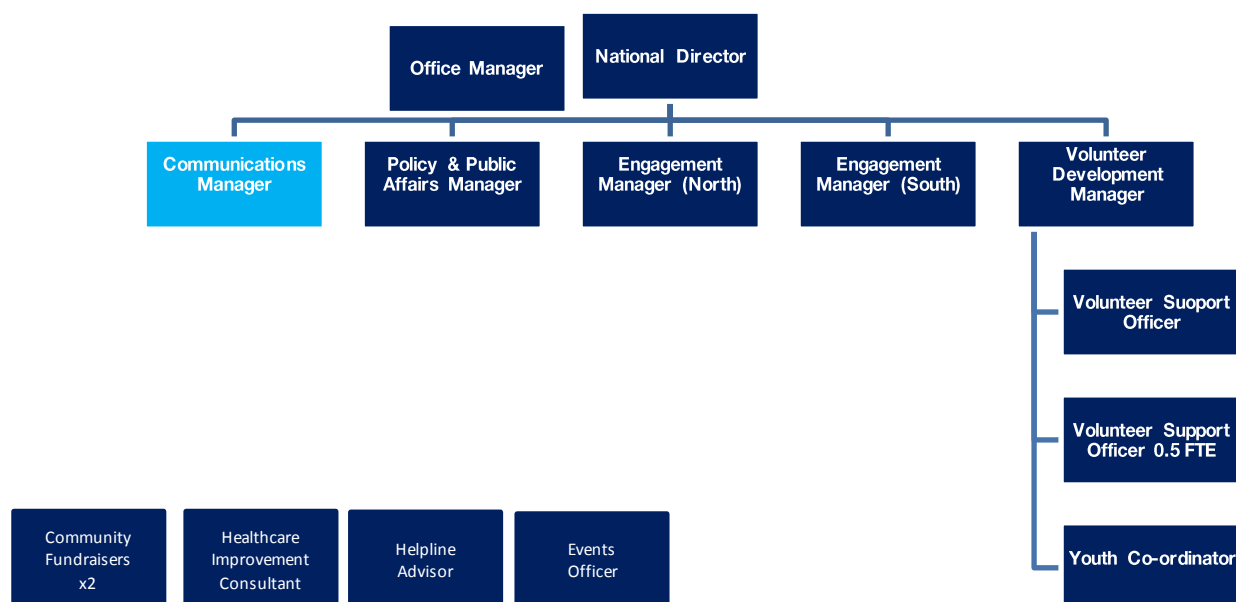


**Job Title: Communications Manager, Diabetes Scotland**

<b>DIRECTORATE:</b>	Operations
<b>SECTION:</b>	Scotland
<b>REPORTING TO:</b>	National Director
<b>CONTRACT:</b>	Permanent



**WORKING RELATIONSHIPS:**

<b>Inside Diabetes UK</b>
Scotland team, Marketing and Communications teams, Policy, Campaigns and Mobilisation team, Care team, Healthcare Engagement team, Community Fundraising team, Information Governance team, volunteers & members, Scotland Advisory Council.
<b>Outside Diabetes UK</b>
People living with diabetes, media, journalists, freelance creatives, volunteers and case studies, healthcare professionals, charity and corporate sector stakeholders & partners, other campaigners, MSPs and their offices.

**OVERALL PURPOSE OF THE JOB**

To lead, develop and deliver an effective communications strategy which increases the reach, profile, reputation and influence of Diabetes Scotland. Working closely with the National Director this person will be responsible for delivery of effective external and internal communications and engagement, reactive and proactive media, campaigns, and for delivering effective, creative and inspiring communications across all platforms and media/digital channels. This role plays a key role in mobilising and engaging with people living with diabetes and those at risk. The person in this role will also be required to support the work of the Scotland team; providing timely knowledge, insight, briefings and communications, delivering against tight deadlines and representing Diabetes Scotland at Diabetes UK communications and media meetings.

## **MAIN DUTIES AND RESPONSIBILITIES:**

- To lead, develop and deliver an effective communications strategy targeted at key audiences and aligned to strategic priorities and outcomes that will grow our impact, reach and reputation.
- To work in collaboration with other senior team members to identify and develop ways to reach, engage and mobilise different and new audiences to support our cause.
- To ensure the voice of lived experience is at the heart of our communications, campaigns and engagement work.
- To manage, write copy for and coordinate Diabetes Scotland website pages and digital and social media channels: growing our presence and reach.
- To write and edit Connect magazine, newsletters, website, advertorials, promotional materials and publications targeting content for different audiences and working with freelance creatives as required.
- Produce and deliver a proactive media strategy and establish and maintain a reactive media function working with colleagues in the central media team; acting as media spokesperson as required and briefing, supporting and preparing senior team members to engage with media and other external communications as required.
- To contribute to the development of UK wide campaigns offering insight and practical solutions regarding the requirements of Scotland as well as supporting their delivery and mobilisation of our target audiences.
- Build and maintain relationships with people living with diabetes, at risk or in remission in order to co-ordinate and grow a database of spokespeople, lived experience stories and images for use in media, publications and campaigns work; ensuring data protection and safeguarding concerns are paramount.
- Work collaboratively with key stakeholders, partners and bodies including Scottish Government, NHS, Public Health Scotland, Scottish Diabetes Group and Health and Social Care partnerships to strategically advise on communications issues relating to diabetes to increase awareness and impact.
- Work in collaboration with other team members to organise key political, campaign, engagement and volunteering events and/or training that supports the work of Diabetes Scotland and Diabetes UK.
- To provide support to the Volunteering and Fundraising teams in establishing ways for Diabetes Scotland local groups, volunteers and fundraisers to engage with media, campaigns and fundraising work in an effective way that is mindful of reputational risk for Diabetes Scotland.
- Develop a toolkit of key message resources and briefs for use by the Diabetes Scotland team and volunteers.
- To manage the relevant communications budget lines including forecasting and monitoring expenditure; ensuring all activity is brought in on time and budget.
- To support and contribute to team meetings, strategic planning activities and all reporting requirements as required.
- To understand and commit to all Diabetes UK's policies and procedures including being responsible for adhering to and monitoring compliance with GDPR and Diabetes UK Information Governance Framework and associated policies.
- To support the National Director and wider Scotland team as required and undertake any other duties which may be applicable to the post.

## PERSON SPECIFICATION:

### The best person for this job will be able to:

- Develop and deliver effective communication strategies
- Use excellent written skills and the ability to analyse and communicate clearly, concisely and sensitively in a wide range of formats and on diverse topics to different target audiences
- Liaise with journalists on proactive and reactive stories
- Design, manage and deliver campaigns in collaboration with colleagues
- Deliver digital communications and have experience producing and editing web content
- Draft and edit materials including magazines and newsletters
- Use excellent interpersonal and stakeholder management skills to build positive relationships
- Manage time and workload, prioritising against priorities and outcomes
- Understand the complexities of the sectors in which we work with a good knowledge of the health and political landscape in Scotland.

### The best person for this job will have experience in:

- Delivering the communications/media function in an organisation
- Managing a reactive and proactive media function including pitching to journalists
- Producing high quality written and digital content and the ability to communicate complex messages simply
- Co-production/co-design
- Acting as a media spokesperson and ambassador
- Building and managing external relationships, partnerships and networks
- Managing multiple responsibilities and delivering under tight time schedules
- Managing a budget
- Ability to work with senior colleagues internally and externally

### The best person for this job will be:

- Educated to degree level in marketing, media, communications or equivalent
- Able to demonstrate proven years' experience leading communications, campaigning and working with the media
- A first class writer and communicator
- Able to work under pressure with a range of people as well as use own initiative, taking the lead and delivering to completion
- Able to demonstrate good judgement and have the ability to lead on ideas with maximum impact
- Experienced working with volunteers and members of the public
- Willing to travel across Scotland and occasionally to Diabetes UK's central office in London