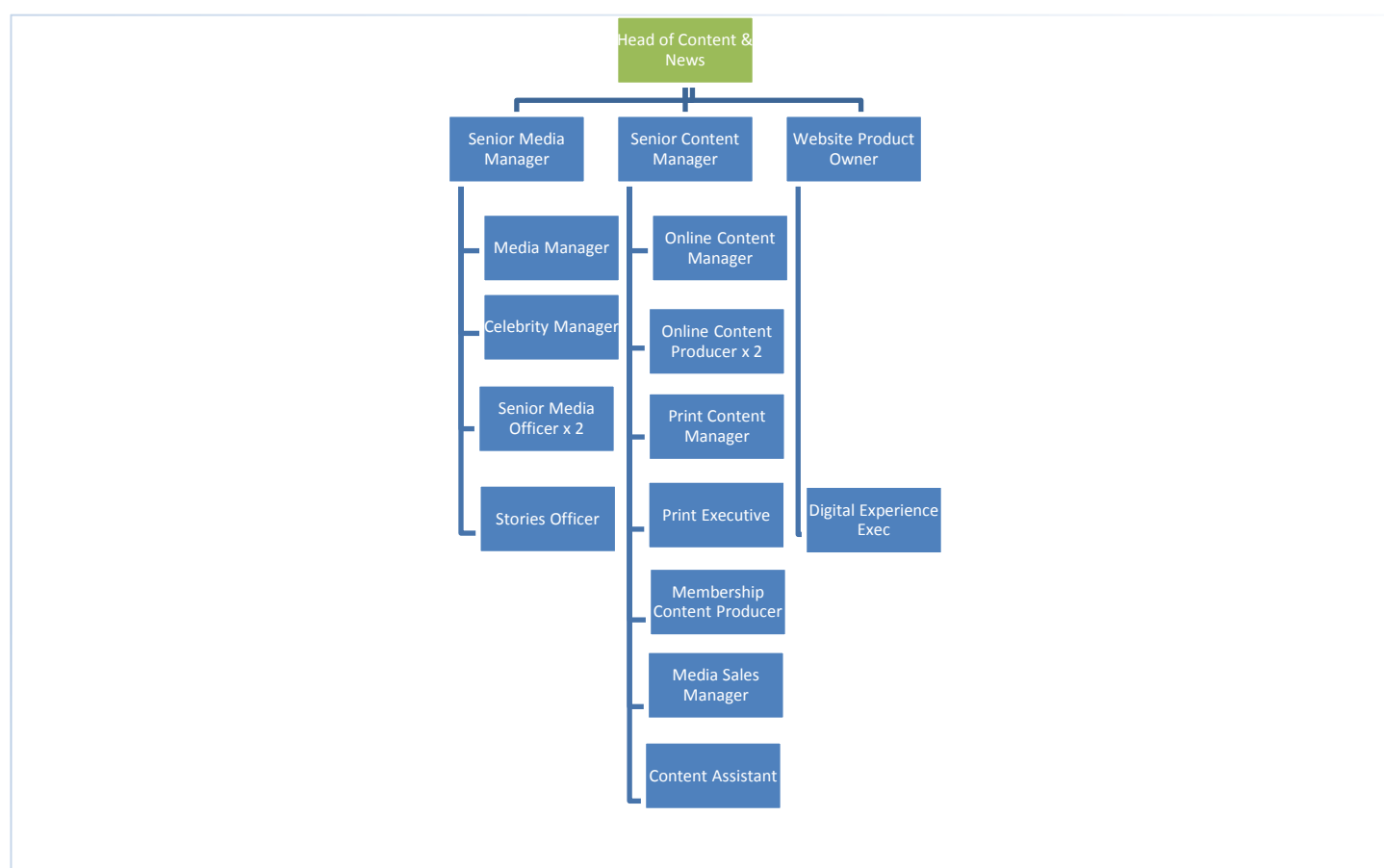


## Head of Content & News

<b>DIRECTORATE:</b>	Engagement & Fundraising
<b>TEAM:</b>	Marketing & Communications
<b>REPORTING TO:</b>	Assistant Director, Marketing & Communications
<b>CONTRACT:</b>	Permanent

## WORKING RELATIONSHIPS:



### Inside Diabetes UK

All directorates and teams

### Outside Diabetes UK

Strategic partner agencies, content agencies, printers, freelancers, suppliers, people affected by diabetes, stakeholders including volunteers, healthcare professionals, advisory panels and the Board of Trustees.

## OVERALL PURPOSE OF THE JOB

To lead a team to create powerful and integrated content journeys across Diabetes UK's online and offline channels – content that drives awareness of, and engagement with, the charity to help change health behaviours, inform public opinion, influence the influencers, increase income and underpin our strategic ambitions.

To set the vision and roadmap for multi-channel content and a strategic media approach, and leading and shaping its successful delivery across our website, print and media channels.

Working in close collaboration with key stakeholders internally and externally, the role involves championing audience-focused content that's built around strong insights and evidence with a focus on a dynamic 'test and learn' approach to continually improve our impact.

To play a significant role as part of the collective leadership within the Marketing & Communications, demonstrating a commitment to working in an integrated way to achieve goals and to play a visible role as part of the Engagement & Fundraising Senior Management team, and the wider Diabetes UK Leadership community.

## **MAIN DUTIES AND RESPONSIBILITIES:**

- Evolve our Content and Media strategy in line with new and bolder ambitions for the charity and in doing so, increase awareness of our work, drive up engagement with our health information and other content assets and create the added value that makes the strongest case for the support of Diabetes UK.
- Lead a customer-centric approach to content and media development, where a deep knowledge of target audiences – and a constant cycle of insights and analytics reporting – helps to inform SEO, content journey mapping, print and digital improvements - and better integrates online and offline touch-points to create more impactful content experiences.
- Develop strong usps around diabetes health content – to ensure it really cuts through in a competitive wellbeing content space occupied by many other health charities and commercial organisations.
- Champion the continual improvement of our flagship subscription magazines Balance and Update to support membership growth and a value-add experience for members.
- Innovate and test new and creative approaches to content curation and personalisation that helps to maintain our relevance, improve our impact and keep to the charity close to the cutting edge of effective digital developments on our website.
- Oversee the delivery of an ambitious PR and celebrity strategy that positions and embeds the work of Diabetes UK more effectively in the media and which delivers strong thought leadership and an 'always on' approach that integrates with - and informs – SEO and deeper content journeys, provides expert guidance to the organisation's communicators and safeguards our reputation as the UK's leading diabetes charity.
- Build stronger emotional connections between target audiences and the charity by increasing the number of real-life stories we tell and improving how we tell them, whether they are people living with the condition, their friends and families or healthcare professionals, researchers and volunteers. Ensure that all story tellers are treated respectfully and safely and oversee the on-going development of the charity's new Stories Management System.
- Champion new and better ways to increase vital income generation identifying compelling content extensions and attractive media sales and advertising offers.
- Provide internal content expertise to key stakeholders and teams that enables them to produce high-quality assets that meet the standards of the brand and maximise its impact.
- Build effective relationships – communicate, inform and influence key stakeholders so that efficient content practices and processes are maintained.

## **Leadership**

- Provide leadership in a way that inspires and motivates the team, and nurtures and develops talent, ultimately ensuring the team delivers and exceeds its objectives.

- Be a strong and active team player as part of the Engagement & Fundraising Senior Management team and wider Diabetes UK Leadership community.
- Stay at the forefront of key trends in content development, online, in print and in the media, and develop a network of expertise outside of the charity.
- Maintain the team's awareness of diabetes and health trends, and of content, digital and media trends.
- Build effective relationships across the charity to make sure colleagues get the content output and support they need when they need it, so they play a key role in delivering strong communications.
- Oversee the Content, Website and Media budgets, monitoring expenditure and being able to report on budget status at any time.
- Promote the work of the team and its value throughout the charity and to the wider sector.

## **PERSON SPECIFICATION:**

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

- Communicate a clear vision and strong plan for building Diabetes UK's content and media activity in a way that drives impact and gives us a stronger platform for income generation.
- Be a visible and effective leader, motivating and inspiring their team and wider colleagues, helping them to understand the value of strong and engaging content.
- Works well with colleagues, stakeholders and agencies, demonstrating outstanding communication and interpersonal skills and the ability to get on with others.
- Appreciates the value of different perspectives and views, with a commitment to making considered decisions and recommendations based on evidence, audience need and intended impact.

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

- Developing and delivering highly engaging content strategies that change hearts and minds and achieve strategic impact, with evidence to back this up.
- Working with the media and developing strategies that drive up awareness among key audiences.
- Integrating print, digital and media channels to create audience-focused content journeys that inform every content touch-point and drive up awareness and engagement.
- Innovating around digital developments to ensure content stands out online and becomes increasingly personalised.
- Building close and creative relationships with external agencies and internal teams to make the biggest impact with limited resources
- Successfully influencing people of the value of powerful, well planned and written content, including experience in securing financial investment that has delivered measurable outcomes and returns.
- Leading and developing a busy, talented team, and helping people to be the best they can be.

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

- Bright, sharp and knowledgeable – a strong technical expert with great judgement that can be trusted.
- As good at coming up with great ideas as they are at putting together and executing concrete delivery plans.
- Resilient and able to keep on top of a busy workload in a critical area.
- A people person, who likes to engage and work with others to create the best possible impact.
- Up for a challenge, committed to a brilliant cause that's here to tackle the biggest health crisis facing the UK, and raring to go.

