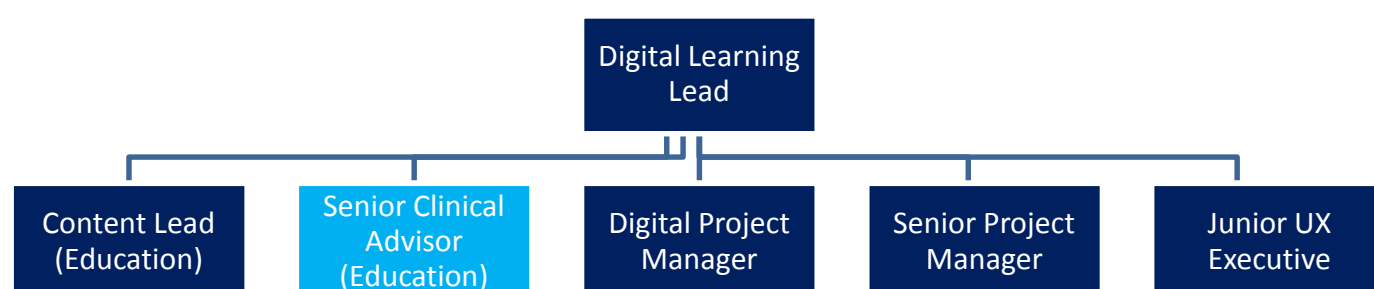


Senior Clinical Advisor (Digital Education) (p/t)

DIRECTORATE:	Operations
SECTION:	Services
REPORTING TO:	Diabetes Learning Lead
CONTRACT:	Permanent



WORKING RELATIONSHIPS:

Inside Diabetes UK
All members of staff, Council of Healthcare Professionals, Council of People with Diabetes, volunteer groups.
Outside Diabetes UK
People living with diabetes, parents, carers, health care professionals, NHS managers and commissioners, external statutory agencies, civil servants and government bodies such as NICE, Royal Colleges and other professional bodies and other charities. Creative/digital agencies and academics.

The Digital Education Team manages an online, personalised e-learning and behaviour change platform: Learning Zone. The service aims to help people with diabetes, parents and carers to deepen their knowledge of the condition, facilitate improvements in self-care and help individuals embark on behaviour change activities and sustain them. Content development is informed by behaviour change and education theory and is supported by a strong evaluation framework with a range of feedback mechanisms to assess the performance of the content and its impact for users. The team is constantly evolving and iteratively improving the platform. Digital learning is a

strategic priority for the charity and the scope of the Digital Education Team is expanding by facilitating better integration of Learning Zone with Diabetes UK's information services and peer to peer learning through the Diabetes Forum. It is an ambitious and exciting area of work for the charity

OVERALL PURPOSE OF THE JOB

The Digital Education Team works closely with all teams across the charity to deliver a digital education strategy to improve the lives of those living with diabetes. The post holder will utilise the digital learning service's behaviour change and education theory methodology to produce and deliver clinically accurate learning content. You will ensure online education content is co-produced with users and is clinically accurate, engaging and simple. You will produce core education scripts and work with the team to produce education content that is clinically relevant, effective, flexible and accessible.

MAIN DUTIES AND RESPONSIBILITIES:

- Lead on the clinical personalisation of content and ensure content meets clinical guidelines of diabetes management
- Work collaboratively with the Digital Education Team, learning designers, copywriters and content producers to deliver high quality health education content. Conduct desk research, gather insight and develop and produce clinical scripts to inform content development work
- Deliver clinically accurate content utilising the service's behaviour change and education theory methodology
- Lead on the service's co-production strategy. Ensure that early content development is informed by user-centred approaches. Deliver insight and storyboarding workshops with users
- Participate in film work and represent the charity as a clinical advisor in online video content.
- Support the clinical team across projects including, but not limited to; duty advising; meeting with and presenting to clinical stakeholders; as well as acting as an internal point of contact between clinical and other teams in the organisation.
- Keep abreast of national and international developments in diabetes care to ensure education content is up to date and clinically accurate
- Effectively build and maintain excellent internal relationships with key colleagues in directorates across the charity (e.g. Engagement and Fundraising, Operations, Policy Campaigns and Improvement and teams in the Nations and regions) to achieve clinical outputs in line with education strategy goals.
- Willingness to travel throughout the UK and work flexibly to meet the needs of the charity

PERSON SPECIFICATION:

The best person for this job will be able to:

- Demonstrate two years or more post-registration clinical experience.
- Identify gaps and propose new ways to improve digital services
- Understand digital/web layouts
- Have an understanding of behavioural change approaches and evidence that this has been applied in prior roles
- Understand diabetes care and have knowledge of the NHS
- Undertake work with effective time management and prioritisation skills with the ability to work calmly under pressure and tight deadlines
- Communicate effectively with a wide range of people, with excellent presentation and writing skills
- Deliver oral presentations to HCPs or patients in workshops or at conferences

The best person for this job will have experience in:

- Writing health content or conveying information to patients of different skill/education levels.
- Delivering diabetes education / self-management programmes
- Working with multi-disciplinary teams/ multiple stakeholders
- Supporting self-management education in people with long term conditions
- Independent clinical decision making and prioritisation skills
- Working in diabetes specialist services (desirable)
- Group facilitation or delivering patient education sessions (desirable)
- Working in digital or online education (desirable)
- Participated in film work or acted as a spokesperson (desirable)

The best person for this job will be:

- A registered Healthcare Professional with current state registration and evidence of continued professional development, ideally with post registration courses in diabetes areas
- Innovative and flexible with content production to meet the needs of the project
- Creative and forward-thinking in approach to solutions
- Consistent with high attention to detail
- A good team player with the ability to work well using own initiative
- Pro-active with a can-do attitude
- Proficient in MS- Word, Excel, PowerPoint and Outlook
- Willing to travel throughout the UK and work flexibly to meet the needs of the charity
- A Diabetes Self-Management Educator (DSME) (desirable)
- Knowledgeable in basics of Learning and Content Management Systems technology (desirable)