

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



CONTENT PRODUCER

WHO WE ARE

For nearly 5 million people with diabetes in the UK, there's no day off. At Diabetes UK, we fight day in, day out for better care, treatment and support. We won't stop until diabetes can do no harm. With more people than ever living with diabetes and millions more at risk of developing type 2, our work has never been more needed.

We can't do any of this without you. Our staff are passionate and determined about helping everyone affected by diabetes. For over 85 years, they've been behind vital policy changes, as well as new treatments and technologies to make living with diabetes easier every day. But there's more to do. And you can be part of it.

We're a really diverse bunch and we recognise and respect your value as an individual.

As well as helping people with diabetes, you'll be part of one of the top 30 Best

UK Charities to Work For, and one of the top 75 Best Large Companies in London.

Tackling inequality is part of our mission, and we're committed to being a diverse and inclusive organisation, for all of our people and volunteers. We have a friendly and inclusive culture, with a range of staff networks and ways to get involved. You can find out more about our approach to equity, diversity and inclusion in our strategy here [EDI Strategy Branded version 22 March 2023.pdf](#).

Our vision is a world where diabetes can do no harm. Join us today, and together, we can make that a reality.



JOB DESCRIPTION

Role title: Content Producer

Contract type: Permanent

Hours: 21 (part-time)

Band: 6

Key relationships (internal and external):

Internal: Engagement and Fundraising, Operations, Policy Campaigns & Improvement, Research and Health Intelligence & Professional Liaison.

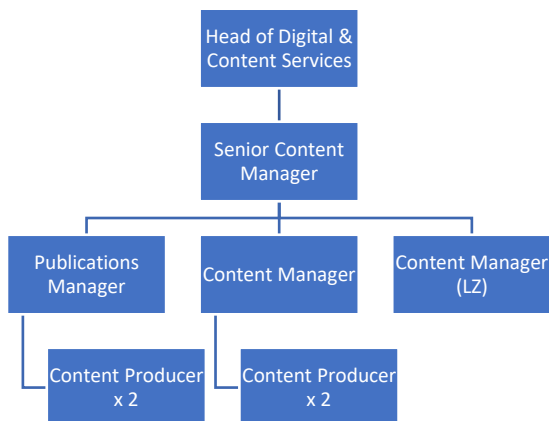
External: Freelancers, agencies, suppliers, healthcare professionals, volunteers, and people with and affected by diabetes.

Key focus of the role:

Your focus will be to deliver high-quality health and lifestyle content across a range of formats and channels, including print, digital and video. You will be responsible for multiple content areas at any one time, and so will use your excellent project management skills to deliver content on time and to budget, while building strong relationships with subject matter experts across the organisation.

Directorate and team

This role sits in the Digital & Content Services Team in the Services, Communities & Improvement Directorate.



Person specification

All jobs at Diabetes UK are based on

- The key activities you'll undertake and
- The skills, knowledge, experience and behaviours you need to be successful in this role

You will be able to:

- Project manage delivery of high-quality print and online content and publications following best practice in accessibility, usability and content design, on time and to budget.
- Write and edit clear, concise, accessible print and online content.
- Produce regular reports and analysis on content performance, providing a clear narrative for colleagues on the impact of content and where improvements might be needed.
- Take an audience led approach, ensuring that our content is delivering our breakthroughs and responding to the needs of users
- Support in forward planning and prioritisation of content that has strategic impact, grows reach and drives engagement.
- Make suggestions to improve Content team processes and delivery.
- Provide expertise and guidance on content best practice to colleagues across the organisation.
- Work with the Stories team to produce engaging story content from supporters, ensuring safeguarding and data compliance.
- Work with subject matter experts across the organisation to ensure content is clinically accurate and reflects the latest research developments.
- Support the Publications Manager with planning and delivering content training across the organisation.
- Involve people living with and affected by diabetes in content creation, making sure their voices are heard and their needs are met.

You will have experience in:

- Working as part of a busy content team, managing multiple projects to meet audience needs and breakthroughs
- Project management, content creation/design/writing/copyediting, ideally in a health communications or patient information environment

You will have skills in:

- Applying data and audience insights to make recommendations about content using Google Analytics
- Working with and developing briefs for agencies, freelance designers and writers.

You will have knowledge of:

- Search engine optimisation, content management systems (Drupal experience desirable) and Analytics to make decisions about content, channel and user journeys.
- Print publishing and processes.
- Staying up to date with emerging market trends and share these learnings with the team to encourage innovation and testing new ways of working.
- Accessible communication and awareness of alternative formats such as easy read, translations, audio and large print.

The best person for this job will be (behaviours):

- A team player, supporting the team with ad hoc tasks as and when required.
- Committed to making the views and needs of our target audiences heard and using them to shape and inform content.
- Excellent communication and interpersonal skills, which you will use to work with colleagues to ensure they have a good experience co-producing communications with the Content and News team
- Be a problem solver – thinking outside the box and using your own initiative and experience to come up with creative solutions.

Qualifications/professional membership (if applicable):

N/A

BENEFITS

We know you do more than just work. And that means you might be a parent, carer, friend, volunteer or partner.

We want to make sure that we can help you create a good balance between work and the other parts of your life.

And one way we do that is with benefits we offer you.



Annual leave

We want you to make sure you get time off to rest and relax. So, all full-time permanent employees get 25 days off a year, with bank holidays on top of this.



Connected working

We have adopted a 'connected working' way of working. This means that, for most roles, you are not required to work in an office location every day.



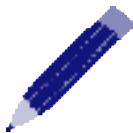
Pension

We enrol everyone into our pension and all new colleagues joining us will get information on the pension scheme. We make an employer contribution of at least 5%.



Healthcare

Our cash healthcare plan that allows you to claim back the cost of regular health appointments and treatment, like the dentist and optician.



Learning and development

We help you to continually develop and achieve your career goals, including offering a wide range of training which happens throughout the year.



Gym membership

We have a gym membership discount scheme through our cash healthcare plan provider. You can use this at a wide variety of gyms around the UK.



Our Networks

A range of active and supportive colleague networks such as the Pride network, Global Majority network and Women's network.



Early finish Friday

Early finish Friday and flexible working as part of our approach to activity-based working (not applicable to roles with fixed shift patterns).



Employee assistance programme

Employee assistance programme to give you support on any issues that come up in life.



Annual season ticket loan

Annual season ticket loan* (on completion of your probation period and if contract is permanent or longer than 12 months).



Cycle to work scheme

Cycle to work scheme.

Get in touch

Email recruitment@diabetes.org.uk

Call **0345 123 2399**

Visit diabetes.org.uk

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

