



*'Staying well until a cure is found.....'*

Job Information Pack

**Digital Marketing & Communications Officer**

January 2019

Dear Applicant

**Digital Marketing & Communications Officer**

Thank you for your interest in the above position with the Diabetes Research & Wellness Foundation (DRWF).

We ask that you submit a CV with a completed Supporting Statement setting out the ways in which you meet the Essential and/or Desirable competencies outlined in the job description and person specification. You should provide clear and concise examples from your work experience.

Your submission should be completed in black ink. The presentation of your application will be considered during the selection process. Submissions are unlikely to be shortlisted if they are submitted without the Supporting Statement as a generic cover letter is unlikely to provide us with the detail that we need.

**The deadline for applications is 5.00pm on Thursday, 7<sup>th</sup> February.**

**Completed applications should be emailed to Steve Lille, Office Manager [steve.lille@drwf.org.uk](mailto:steve.lille@drwf.org.uk) or sent to: DRWF, Building 6000 Langstone Technology Park, Havant, Hampshire PO9 1SA.**

**Interviews will be conducted from Monday, 18<sup>th</sup> February.**

**Start date for this post is Monday, 1<sup>st</sup> April 2019 (some flexibility).**

**Dependent upon the volume and quality of applications received, candidates may be asked to participate in an initial telephone interview. Applicants progressing to the final stage of the process will be required to attend an interview at the DRWF offices at Langstone Technology Park, Havant, Hampshire.**

## Diabetes

It is estimated that there are more than 3.8 million people diagnosed with diabetes in the UK and around a further 800,000 adults with Type 2 diabetes, who don't know they have it.

Diabetes is a disease in which the body's ability to produce or respond to the hormone insulin is impaired. This results in the abnormal metabolism of carbohydrates and elevated levels of glucose in the blood. There are a number of types of diabetes, the two most common being:

**Type 1 diabetes:** which is unpreventable and considered to be an autoimmune response where the body attacks the insulin producing cells. Someone with type 1 diabetes does not produce any insulin. It tends to be diagnosed in early life (up to the age of 40 but most commonly in children) and is treated with insulin which is injected or delivered by pump, lifestyle changes and sometimes other oral medications. There is currently no cure for type 1 diabetes. It accounts for around 10-15% of the diabetes population in the UK.

**Type 2 diabetes:** is largely preventable and associated with lifestyle factors and an ageing population. Someone with type 2 diabetes may be producing some insulin, but it is not being used effectively by the body, known as insulin resistance. It used to be referred to as 'mature onset diabetes' as it was generally diagnosed over the age of 40. However, this has changed somewhat over more recent years and it is now being diagnosed in younger people, even children. Type 2 diabetes currently accounts for around 85-90% of the diabetes population in the UK.

Regardless of Type, diabetes is associated with debilitating, and sometimes life-threatening, complications. It's care and treatment currently costs the NHS around £10 billion – approximately 10% of the annual NHS budget. Around 80% of this cost is attributed to its associated complications, many of which can be prevented.

Studies have shown that good self-management skills including blood glucose, blood pressure and cholesterol control can significantly reduce the risk of associated complications.

## About DRWF

DRWF was established in 1998 to raise awareness to diabetes, its risks and symptoms; to provide information and educational support to people with diabetes in order to encourage a pro-active and informed self-care approach; and to fund vital diabetes research to establish the causes, treatment and ultimately a cure. The charity's strapline of *'Staying well until a cure is found...'* underpins the fundamental principle of all of the charity's activities.

The charity does not receive government funding of any type and relies largely on voluntary donations and associated tax relief. Over the last 20 years the charity has raised almost £71 million of which 80% has been spent/committed to awareness, information, educational support programmes and research funding in the UK and around the world. The charity funded the provision of the DRWF Human Islet Isolation Facility at Churchill Hospital, Oxford and makes provision for ongoing contract funding of personnel. This facility plays a pivotal role in harvesting islets for research and transplant at seven centres within the UK Islet Transplant Consortium.

DRWF provides NHS England Information Standard accredited diabetes information to the general public and diabetes and related healthcare professionals. An annual educational *'Diabetes Wellness'* event programme is rolled out across the country each year. This event programme recently won the Judges Special Award at the Quality in Care Diabetes Awards. Judges said: ***'DRWF has put together a brilliant educational support programme with excellent outcomes. The events are clearly user focused, providing an opportunity for peer support and re-engaging those users who have missed out on a structured education. The programme offers huge value to future users and has great potential to reach other areas of the UK.'***

DRWF currently employs a small, but committed, team of 10 in the UK with sister organisations in the US, France, Sweden and Finland with whom we collaborate on awareness campaigns and international research funding under the umbrella of the International Diabetes Wellness Network.

## Job Description

|                          |  |
|--------------------------|--|
| <b>Job Title:</b>        | <b>Digital Marketing &amp; Communications Officer</b>  |
| <b>Location:</b>         | Havant, Hampshire  |
| <b>Contract Type:</b>    | Permanent / Full-Time  |
| <b>Hours:</b>            | 35 per week / 9am-5pm Monday-Friday<br>(some weekend participation at educational, fundraising or awareness events required)   |
| <b>Main Job Purpose:</b> | To support charity-wide integrated campaigns and projects, helping the organisation develop its online presence in order to raise funds, engage with service users and supporters and raise awareness of the charity's work through engaging online content that gets results. |
| <b>Remuneration:</b>     | £25,000 pa<br>3 months probationary period<br>3% employer pension contribution (on total earnings) to DRWF Standard Life Scheme (following probationary period)<br>25 days annual leave<br>8 public holidays<br>Car parking  |

### Position in the organisation

The small DRWF team currently operates within a fairly flat hierarchical structure which is under review. The post-holder will work closely with all team members, in particular the Publishing Editor and PR & Comms Officer, reporting in the first instance to the Office Manager and ultimately to the Chief Executive.

We are seeking an energetic, organised and experienced Digital Marketing & Communications Officer to help develop our online presence through website, social media channels and electronic communications.

### The post holder will –

- Help develop and deliver a digital content strategy, with schedule and distribution plan to -

- Support all charity activities, campaigns and projects via online communications helping the organisation to raise funds, engage with service users and supporters and raise awareness of our work
- To plan and co-ordinate specific online campaigns, such as World Diabetes Day or the Big Give to deliver against engagement and income expectations
- To support the charity in the development and management of its branding and style guidelines

**The main responsibilities of this role are –**

- To manage, co-ordinate and implement digital campaigns and communications across the variety of DRWF activities
- To ensure that projects are planned with realistic and clear objectives and they are completed to deadline and followed up with clear outcome/impact reporting
- To develop digital and print materials which meet awareness raising, engagement objectives and response requirements
- Generate and publish web copy and email content to ensure the regular update of online information and drive traffic to the charity's website
- Review and interpret Google and other analytic information to ensure that we maximise reach and engagement of our online audiences
- Engage and liaise with the charity's digital agency and other suppliers as required, monitoring and evaluating performance
- Proactively seek out new ways to deliver against the objectives of the charity, bringing new suggestions and ideas to the table
- Develop a programme for online advertising via social media channels
- Monitor campaign costs and return on investment

**Other responsibilities –**

- Plan and contribute to meetings
- Assist colleagues in pulling together data that will be used to evaluate the success of campaigns against agreed objectives and expected outcomes
- Provide support to all charity activities and undertake other tasks which may fall outside of the specific remit of the DM&CO, as and when required

## **Person Specification –**

### **Essential Experience/Skills/Competencies (via application/interview and/or test)**

- Experience of organising digital content with an excellent understanding of the principles of developing engaging content
- Extensive experience of implementing and managing social media campaigns
- Experience of writing clear and concise briefing notes, emails, meeting notes and reports with a focus on accuracy and attention to detail
- Experience of writing creative content such as blogs, campaign copy or supporter engagement communications
- Experience of acting as a brand ambassador, capable of developing brand guidelines and ensuring that the house style is followed through
- Experience of working with digital agencies and other service providers such as designers, copywriters and printers
- Excellent knowledge of Microsoft Office packages
- Excellent organisational skills
- Enjoys working as part of a small but committed team
- Excellent communication skills both written and verbal
- Proactive approach to workload, capable of finding creative solutions
- Experience of content management systems, such as Drupal
- Knowledge and experience of e-campaign tools, such as Campaign Monitor

### **Desirable Experience/Skills/Competencies**

- Knowledge and experience of working in the charity sector

### **Personal Qualities**

- Willingness to undertake a wide range of activities and a flexible attitude to working in a small, but growing, health and medical research charity
- The ability to show empathy for people with diabetes
- Commitment to the vision and mission of the charity
- Commitment to following guidelines for health and safety, GDPR, equality and diversity, safeguarding compliance and good/best practices

### **Other requirements**

- Right to work in the UK at time of application

- Understanding and acceptance of DRWF's policy on use of animals in research in accordance with our membership of the Association of Medical Research Charities.

**NOTE: A criminal record check is not required for this role**

### **The culture of DRWF**

DRWF is a small, yet dynamic, charity with a workforce of just 10 in the UK. The charity was founded by parents of children with Type 1 diabetes in the US in 1993. The UK organisation was established in 1998 and since then, other groups have been formed in France, Sweden and Finland. There is an overlap in some of the members of the governing boards of all organisations to ensure consistency of mission across all groups, however there is no legal relationship between any one group. We do however, consider ourselves to be part of an International Diabetes Wellness Network and collaborate on awareness campaigns, share information for the purpose of developing educational support programmes and partner on international research funding programmes.

The charity enjoys a good retention of staff who share the organisation's values and commitment to ensuring that people with diabetes are ***'Staying well until a cure is found...'***.

We all work very closely promoting partnership and collaboration within and across teams and sister organisations. It is expected that all staff build credibility and trust with others by acting openly, professionally and respectfully at all times. It is vital that all staff keep abreast of external opportunities and challenges that may impact on our work to ensure that we are able to review priorities, resources and approaches rapidly and effectively, should the need arise. DRWF recognises that it is only as good as the people that work for the charity and aim to empower individuals to perform to the best of their ability, sharing knowledge, skills and information and giving appropriate levels of authority to enable others to make decisions confidently.

### **Job application guidelines**

DRWF aims to treat every applicant fairly. The information provided in your submission is the only information that we will use in deciding whether or not you will be invited for interview, so please complete it with care. Please follow these simple guidelines –

- Please complete all sections and type the Supporting Statement where possible. If completing by hand, please use black ink.
- After reading the person specification and job description, think carefully about your application and consider to what extent you have the skills and experience necessary to meet the requirements of the post, examples of your work experience should be provided.

**Interviews will take place week commencing 18<sup>th</sup> February, 2019.** If you are invited to interview, you will need to bring an original document to prove your right to work in the UK, details of which will be provided in the invitation.

### **Terms and Conditions of Employment**

Outlined below are some of the main terms and conditions of employment relevant to all employees of the charity.

#### **Probation**

All new appointments remain subject to satisfactory performance during the first three months.

#### **Location**

The main place of work is Building 6000 Langstone Technology Park, Havant, Hampshire PO9 1SA. The post holder may be expected to travel, from time-to-time, on behalf of DRWF throughout the UK.

#### **Salary Payment**

Salaries are paid in 12 equal instalments, in arrears, by the last working day of each month by electronic transfer directly into a nominated bank or building society account.

**Annual Leave**

Annual holiday entitlement is five working weeks in every full holiday year (which equates to 25 days if you work a 5-day week).

**Public Holidays**

In addition to the above, employees are entitled to eight bank holidays in every full holiday year.

**Pension Scheme**

DRWF manages a Standard Life Pension Scheme for its employees under its obligation to the DWP auto-enrolment regulation. The charity makes a 3% of salary (total earnings) contribution which will increase in-line with the auto-enrolment requirements. All eligible job-holders are enrolled in the Scheme. Further information on the Scheme are available in the charity's Company Handbook.

**Sick Leave**

In addition to the Statutory Sick Pay (SSP) Scheme, DRWF operates a Charity Sick Pay Scheme, further details of which can be found in the full Terms and Conditions of Employment document.

**Smoking Policy**

Employees are asked to observe and comply with all no-smoking policies that are in operation on the Charity's premises and on client sites.

**Digital Marketing & Communications Officer**

**SUPPORTING STATEMENT**

Closing date: Thursday 7<sup>th</sup> February, 2019 at 5pm

Your name .....

Please complete sections 1 and 2 – you need only complete section 3 if you meet the 'desirable' criteria

**Section 1:**

**Why would you like to work for the Diabetes Research & Wellness Foundation (DRWF)?**

**Why would you like to work in this specific role for DRWF?**

**Where did you hear about this vacancy?**

**Section 2:**

Please consider how you meet the Essential experience/skills/competency/personal qualities and other requirements. Under each heading please provide examples from your working experience to demonstrate your suitability.

**Experience of organising digital content with an excellent understanding of the principles of developing engaging content**

**Extensive experience of implementing and managing social media campaigns**

**Experience of writing clear and concise briefing notes, emails, meeting notes, reports with a focus on accuracy and attention to detail –**

**Experience of writing creative content such as blogs, campaign copy or supporter engagement communications**

**Experience of acting as a brand ambassador, capable of developing brand guidelines and ensuring that the house style is followed through**

**Experience of working with digital agencies and other service providers such as designers, copywriters and printers**

**Excellent knowledge of Microsoft Office packages**

**Excellent organisational skills**

**Enjoys working as part of a small but committed team**

**Excellent communication skills both written and verbal**

**Proactive approach to workload, capable of finding creative solutions**

**Experience of content management systems, such as Drupal**

**Knowledge and experience of e-campaign tools, such as Campaign Monitor**

**Ability to show empathy for people with diabetes**

**Willingness to undertake a wide range of activities through a hands-on approach and a flexible attitude to working in a small, but growing, health and medical research charity**

**Understanding and acceptance of DRWF's policy on use of animals in research in accordance with our membership of the Association of Medical Research Charities**

**Section 3: Only complete this section if you meet the 'desirable' requirements**  
**Knowledge and experience of working in the charity sector**

Thank you for showing an interest in DRWF and completing your Supporting Statement. We will be in touch week commencing 11<sup>th</sup> February, 2019.