

JOB DESCRIPTION

JOB TITLE:	Content & Communications Manager
STATUS:	Permanent
HOURS:	35 hours per week Breakthrough T1D operates a flexible working hours policy
SALARY:	£40,450 per annum
HOLIDAY:	25 days per year plus bank holidays and rising with length of service
LOCATION:	Hybrid working Part London office-based and part home working. The post holder will work a minimum of one day a week in the office
REPORTS TO:	Head of Content
DIRECT REPORTS:	Social Media and Content Officer
KEY INTERNAL RELATIONSHIPS:	Brand & Marketing Team, Community Engagement Team, Fundraising & Engagement Team, Research Partnerships, Policy Team, volunteering, Breakthrough T1D's international affiliate communication managers
KEY EXTERNAL RELATIONSHIPS:	Celebrities and social influencers, national media, corporate partners, digital marketing agencies, designers and content producers, people with T1D



Breakthrough T1D UK, formerly JDRF UK, is the leading global organisation funding type 1 diabetes research. Our mission is to accelerate life-changing breakthroughs to cure, prevent and treat type 1 diabetes and its complications. To accomplish this, Breakthrough T1D has invested more than £2 billion in the last five years alone. We collaborate with the most talented minds to develop and deliver a pipeline of innovative therapies to people living with type 1 diabetes. Our staff and volunteers around the globe are dedicated to campaigning for our vision of a world without type 1 diabetes.

DEPARTMENT

The Content & Communications Manager sits within the Content Team, reporting into the Director of Policy and Communications, alongside the Brand, Marketing, Digital, Policy and Community Engagement Teams. At Breakthrough T1D, our in-house content team works closely with all directorates to engaging, informing and supporting the T1D community.

We create content that not only inspires hope and sparks conversation but also makes national news headlines. Our trusted, co-produced content provides practical insights and evidence-based information to people with T1D. By collaborating closely with researchers, healthcare professionals, and people with lived experience, we ensure our content reflects real-world experiences and the latest scientific breakthroughs, making us a go-to resource for the T1D community.

PURPOSE OF THE ROLE

As our new Content & Communications Manager, you'll be at the heart of creating powerful, engaging content that drives Breakthrough T1D forward. You will lead the cross-organisational development and delivery of a strategic content and communications plan. You will curate, create, and commission dynamic, multi-channel content that supports our mission to accelerate access to new technologies and treatments, advance research toward cures, and provide trusted resources to support people with T1D.

Collaboration and co-production are central to our approach. You'll work closely with people living with T1D and their families, amplifying their voices and stories to ensure our content reflects authentic experiences. You will also partner with researchers, healthcare professionals, and advocates to develop impactful, research-driven materials that inform, inspire, and shape public conversation.

Your role will include publishing content on our own channels, and you will also manage our media relations activity, proactively securing profile-raising coverage to increase understanding of T1D and the impact of our work.

KEY TASKS

January 2025

- Manage content production from concept to delivery, including text, film, podcasts, animations, infographics, speeches and presentations.
- Lead the production of our supporter magazine, including the writing, editing and commissioning of articles and liaising with design agency.
- Build our pool of diverse and high-quality case studies, which will support people living with T1D and reinforce why our research and advocacy work matters.
- Work with internal and external stakeholders to gather requirements for new content, advising on the most efficient way to achieve their needs, managing expectations on timing and scope of delivery.
- Manage a national news and health features media plan that celebrates a diverse representation of lived experience, key research milestones and supports policy influencing.
- Support strategic work programmes with multiple internal and external stakeholders, helping to shape and deliver integrated communications plans to achieve mission outcomes.
- Manage Breakthrough T1D's content calendar to improve content integration with all directorates and efficiencies across owned, earned, paid and shared channels.
- Manage the Social Media & Content Officer and other staff members as we grow the team, supporting professional skill development and embedding organisational values.
- Keep abreast of emerging content trends, advising Breakthrough T1D on the potential benefits of investing resources into new channels or formats.
- Work with the Marketing & Digital teams to use SEO, keyword research and analytics to ensure best performance of content and inform future content creation.
- Champion great content within the organisation, training others on content creation best-practice when required.

PERSON SPECIFICATION

Criteria	Essential	Desirable
Experience:	<ul style="list-style-type: none"> • Excellent written and oral communication skills • Experience of managing and motivating a team of content specialists • Experience of both working within a responsive press office function and proactively creating media plans and stewarding journalists. • The ability to project manage multiple workstreams from brief to delivery • Experience of managing external agencies and freelancers, keeping work within scope and budget • Using Tone of Voice and brand guidelines to ensure consistency of content output • Building trust and good working relationships with internal and external stakeholders • Experience of training others to create online and offline audience-focussed content • Experience of using brand insight, UX, audience segmentation and design processes to deliver integrated multi-channel campaigns to increase engagement 	<ul style="list-style-type: none"> • Budget management • Knowledge of the scientific, research and medical sectors • Working in an income generation environment
Skills:	<ul style="list-style-type: none"> • Using analytical data to analyse existing content and inform future content creation. • Planning content with multiple internal stakeholders, ensuring a regular feed of content that meets organisational goals • The ability to gather and tell personal stories in a sensitive, creative and engaging way. • The ability to flex language to suit the intended audience • Developing, coaching and motivating line reports • The ability to influence internal and external stakeholders 	<ul style="list-style-type: none"> • Knowledge of the charity sector

	<ul style="list-style-type: none"> • The ability to manage team resources, working out the most efficient ways to deliver high-impact content • An understanding of how to manage cross-organisational working relationships 	
Personality:	<ul style="list-style-type: none"> • Role model of inclusive behaviour • Commitment to working towards agreed priorities • Outgoing, confident, friendly and professional 	
Other:	<ul style="list-style-type: none"> • Willingness to work occasionally outside office hours including at weekends • Willingness to undertake occasional national and international travel on behalf of Breakthrough T1D 	

EQUAL OPPORTUNITIES

Breakthrough T1D is an equal opportunity employer and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.

Breakthrough T1D is the operating name of JDRF, a registered charity No. 295716 (England and Wales) and SC040123 (Scotland) Raising funds for research to find a cure for type 1 diabetes.

www.breakthrought1d.org.uk