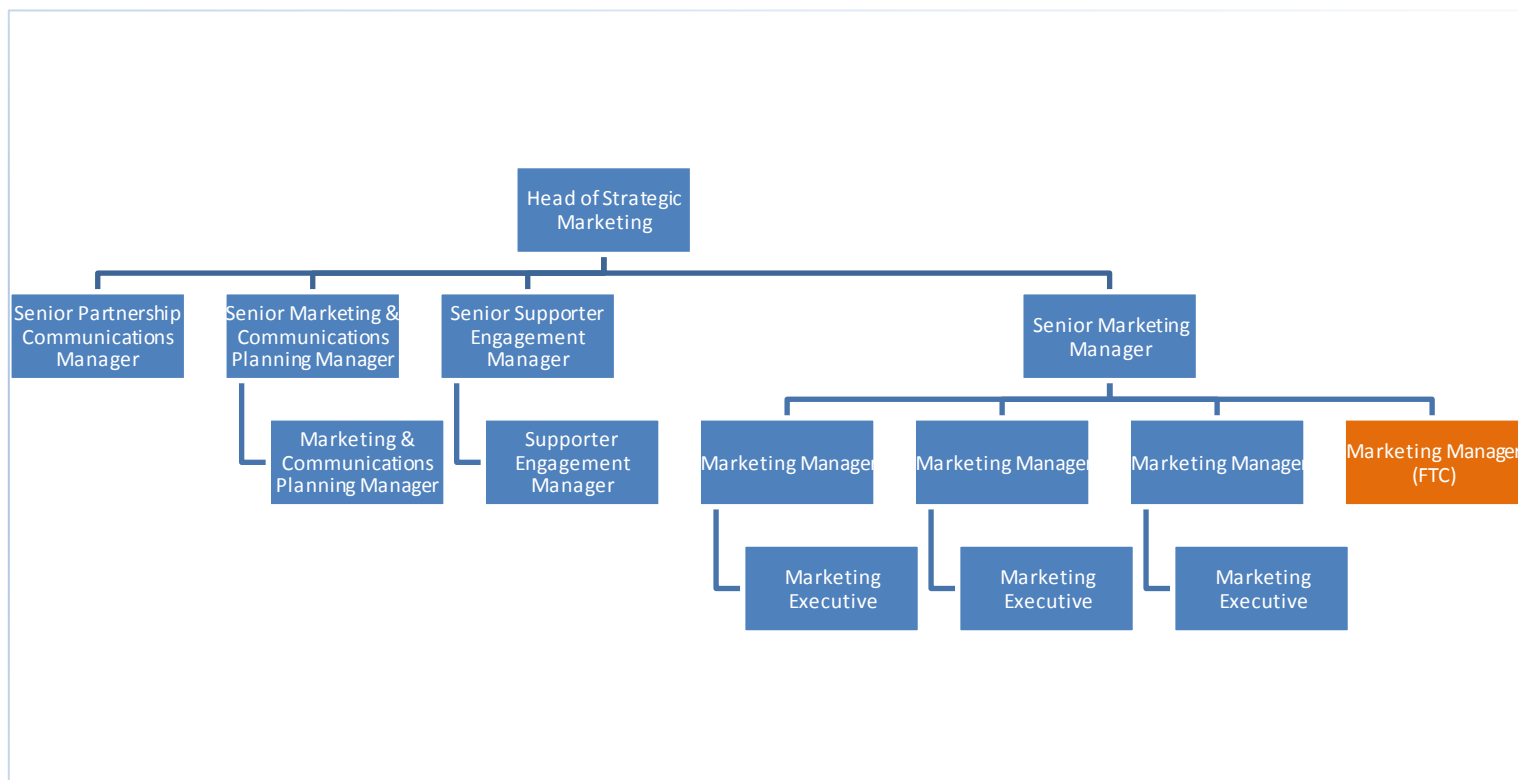


Marketing Manager (FTC)

DIRECTORATE:	Engagement and Fundraising
SECTION:	Strategic Marketing
REPORTING TO:	Senior Marketing Manager
CONTRACT:	35 hours per week, fixed term contract until 30 April 2021



WORKING RELATIONSHIPS:

Inside Diabetes UK
All teams and directorates across Diabetes UK, particularly those within the Engagement and Fundraising directorate as well as Events and Service Development, Healthcare Engagement, Volunteering, Campaigns and Supporter Mobilisation, Data, Digital, Information Governance, Supporter Care, Clinical, and IT
Outside Diabetes UK
Agencies, freelancers and suppliers

OVERALL PURPOSE OF THE JOB

The Strategic Marketing team at Diabetes UK has a critical role to play in helping deliver our ambitious new five year strategy that aims to bring us even closer to our vision of a world where diabetes can do no harm.

This is a four-month fixed term Marketing Manager position to help the Strategic Marketing team deliver priority marketing campaigns, particularly our annual Professional Conference for Healthcare Professionals, and plan for key awareness-raising moments, such as Diabetes Week.

As Marketing Manager, you'll take a leading role in driving an insight-driven, integrated and innovative approach to delivering these campaigns that puts our audiences at the heart. You'll be responsible for working with teams across the charity to design and deliver creative, multi-channel marketing strategies, to achieve the greatest possible impact for the charity and the people we support.

MAIN DUTIES AND RESPONSIBILITIES:

- Working closely with the Healthcare Engagement and Events teams, lead on the development and delivery of a targeted marketing campaign to support the successful launch of our professional conference for healthcare professionals, with a focus on driving registrations.
- Develop and deliver innovative, multi-channel, integrated campaigns based on audience insight to promote priority products, including the development of plans to support key awareness-raising moments such as Diabetes Week.
- Analyse marketing effectiveness and ensure audience insight and data analysis play a key role in our marketing, driving a test and learn approach to improve our output
- Champion a digital first approach across the charity, including upskilling other teams to improve charity-wide digital understanding and expertise
- Manage and monitor marketing campaign budgets
- Any other task as requested by the Head of Strategic Marketing or the Senior Marketing Manager

PERSON SPECIFICATION:

The best person for this job will be able to:

- Develop and deliver successful marketing strategies and campaigns, across a range of online and offline marketing channels
- Bring expertise in reaching and engaging a healthcare professional audience
- Effectively manage projects on time and to budget
- Champion an audience-centred and insight driven approach
- Plan and create engaging, relevant content for our audiences, particularly across digital channels
- Build strong working relationships with internal and external stakeholders
- Manage and lead effective agency and partner relationships
- Communicate effectively, and present confidently
- Deliver marketing that complies with best practice guidance and regulations
- Work on own initiative, under pressure and to tight deadlines

- Be flexible and able to proactively identify and overcome problems

The best person for this job will have experience in:

Essential:

- Delivering multi-channel marketing campaigns across both paid and owned channels, including social media, search, email, display and offline channels
- Marketing in a B2B environment, specifically reaching a healthcare professional audience
- Project management, with a proven ability to plan, manage and deliver complex projects on time and to budget
- Copywriting for online and offline channels
- Using marketing analytics and insight to shape future activity and content
- Working effectively with diverse stakeholders, with excellent collaborative and interpersonal skills
- Managing agency and supplier relationships
- Working with relevant legislation and regulations, e.g. data protection, particularly in relation to marketing techniques

Desirable:

- Conference marketing
- Health-related marketing
- Experience in a fundraising environment

The best person for this job will be:

- An experienced marketing professional, possessing a strong knowledge of digital strategies and channels
- Experienced in reaching and engaging a healthcare professional audience
- Adept at planning, project management and stakeholder management
- A strong copywriter across both online and offline marketing channels
- Flexible, disciplined and able to prioritise work effectively
- Autonomous and proactive
- An effective communicator, across all levels of the organisation
- Enthusiastic and passionate about the opportunity to bring about change for people affected by diabetes