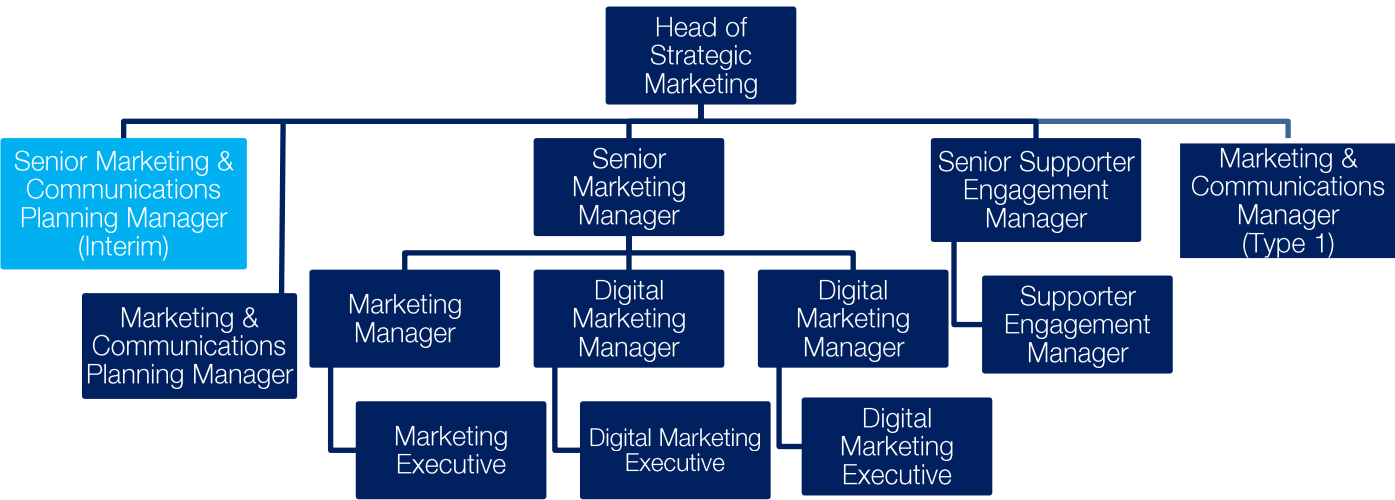


Senior Marketing and Communications Planning Manager (Interim)

DIRECTORATE:	Engagement and Fundraising
SECTION:	Strategic Marketing
REPORTING TO:	Head of Strategic Marketing
CONTRACT:	3 month fixed-term contract, full-time (part-time will be considered)



WORKING RELATIONSHIPS:

Inside Diabetes UK
Head of Strategic Marketing. Assistant Director of Marketing and Communications. Marketing and Communications Planning Manager. Marcomms Senior Managers. All teams and directorates across Diabetes UK. Marketing and Governance Board. Head of Strategy and Planning.
Outside Diabetes UK
Agencies and suppliers, where required

OVERALL PURPOSE OF THE JOB

The Strategic Marketing team is responsible for developing a coherent approach to marketing across Diabetes UK that builds and deepens engagement with the public to help us move closer to our vision of a world where diabetes can do no harm. The team focuses on three key areas of work: marketing and communications planning, integrated marketing campaigns and supporter engagement strategies.

The Senior Marketing and Communications Planning Manager (interim) role sits within the marketing and communications planning pillar of the team and works closely with the Marketing and Communications Planning Manager and teams across the charity to ensure our marketing campaigns are driven by audience insight and support delivery of the charity's strategic goals.

This interim role will be responsible for evaluating and improving our current marketing planning function and processes and working with senior managers and leaders to drive a more strategic approach that's aligned to our wider organisational planning and priorities. It will work with marcomms colleagues to review briefs, plan in work and manage capacity, while implementing better reporting and quality assurance processes. And will work with teams across the charity to offer marcomms consultancy and support to deliver greater impact for our audiences.

MAIN DUTIES AND RESPONSIBILITIES:

- To evaluate the central briefing process for marketing and communications based on feedback and insight from teams across the charity, and to recommend and implement improvements that ensure we can deliver against our strategic goals, increase efficiency and improve outcomes.
- To support the Marketing and Communications Planning Manager and the marcomms senior management team in triaging incoming briefs and managing capacity.
- To ensure a framework is in place for ongoing quality assurance and for consistent evaluation and reporting on marcomms projects.
- To support others across Diabetes UK to achieve marketing and communications objectives and to help us communicate as one organisation. To advise teams and offer marcomms consultancy and support where required.
- To work with the central planning function to ensure marcomms planning is aligned with our wider organisational priorities and with our dependency planning process.
- Any other task as requested by the Head of Strategic Marketing.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Lead successful marketing programmes 'by influence' to drive customer and product requirements collaboratively
- Provide expertise with confidence and gravitas
- Champion a customer-centred approach
- Manage stakeholders effectively, build strong working relationships and influence people at all levels
- Communicate effectively through written reports and present confidently
- Work on own initiative, under pressure and to tight deadlines
- Identify and overcome problems using own initiative

The best person for this job will have experience in:

Essential:

- Project management, including performance monitoring and evaluation with a good understanding of planning and prioritisation tools and techniques
- Process management, ideally in a strategic traffic management role
- Running integrated, creative, cross-channel marketing and communications campaigns that deliver results
- Advising on communications planning to deliver integration of marketing activities
- Working with others to deliver impactful results
- Working on cross-organisation projects to deliver successful outcomes
- Managing marketing teams, ideally in a charity setting

Desirable:

- Health-related marketing
- Marketing of fundraising products and campaigns

The best person for this job will be:

- Highly adept at planning, project management, and stakeholder engagement.
- A great communicator at all levels of the organisation with the skills to take others with them
- An experienced marketing professional
- A strategic thinker who can contribute to strategy development, inspire teams and achieve excellent execution
- Digitally savvy with a working knowledge of key digital channels
- Flexible, disciplined, and able to prioritise work effectively.
- Autonomous and proactive.
- Available immediately and able to hit the ground running