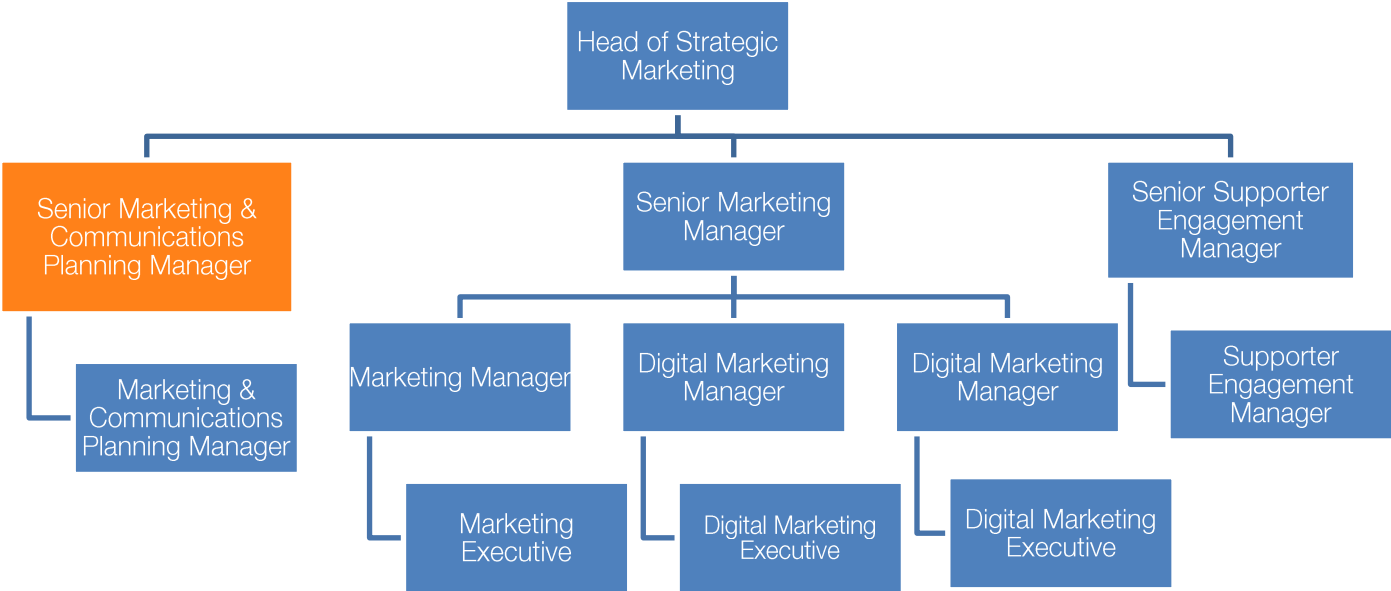


Senior Marketing and Communications Planning Manager

DIRECTORATE:	Engagement and Fundraising
SECTION:	Strategic Marketing
REPORTING TO:	Head of Strategic Marketing
CONTRACT:	Permanent



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 partners

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, helping 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 role leads the marketing and communications planning pillar of the team and works closely with teams across the charity to ensure our marketing campaigns are driven by audience insight and support delivery of the charity's strategic goals.

This senior role is critical to effective communications planning across the charity and plays a highly influential role in wider organisational planning and prioritisation, as we move towards an engagement-led approach that seeks to put the need of our audiences at the heart of everything we do.

This person will be responsible for taking our communications planning to the next stage in its maturity; evaluating and improving our current processes to ensure they're in the best shape to help us deliver our ambitious plans, and driving better outcomes which ultimately help us reach more people with or at risk of diabetes, more effectively.

MAIN DUTIES AND RESPONSIBILITIES:

- Own the marcomms planning process, evaluating feedback and delivering improvements that increase efficiency and drive improved outcomes
- Oversee incoming briefs, working closely with the Marketing and Communications Planning Manager and the marcomms senior management team to triage and manage capacity
- Drive excellence in our communications, ensuring a framework is in place for ongoing quality assurance and for consistent evaluation and reporting of marcomms projects
- Work with teams across the charity (including those in regions and nations) to build stronger working relationships, understand priorities and needs, and support colleagues in achieving their communications objectives, offering marcomms consultancy and advice where required
- Line manage the Marketing and Communications Planning Manager, ensuring they have the opportunities and support to grow, develop and perform in their role
- Work with the central planning function to ensure marcomms planning is aligned with our wider organisational priorities and with our dependency planning process
- Lead on the delivery of key marcomms projects and partnerships, where required
- Act as Secretary to the Marketing and Governance Board, a group of senior leaders from across the charity who are responsible for marcomms decision making and prioritisation
- Take an active role as part of the Senior Management Team, working closely with a talented and motivated peer group to proactively improve our impact and ways of working
- Any other task as requested by the Head of Strategic Marketing or Assistant Director of Marketing and Communications.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Think strategically, with the skills to deliver tactically
- Lead successful marketing programmes 'by influence' to deliver results through collaboration
- Provide expertise with confidence and gravitas
- Champion an audience-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:

- Communications planning and prioritisation in a marketing department or agency environment
- Project and programme management, including performance monitoring and evaluation
- Running integrated, creative, cross-channel marketing and communications campaigns
- Advising on integrated marketing communications that deliver successful outcomes
- Working on cross-team projects at all levels of an organisation to deliver impactful results
- Managing and developing high performing teams, ideally in a charity setting
- Delivering continuous process improvement
- Managing workflow within a marketing or creative environment

Desirable:

- Health-related marketing
- Marketing of fundraising products and campaigns
- Working with planning and prioritisation tools or software

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
- Experienced in putting audiences at the heart of their thinking
- Digitally savvy with a working knowledge of key digital channels
- Flexible, disciplined, and able to prioritise work effectively
- Autonomous and proactive