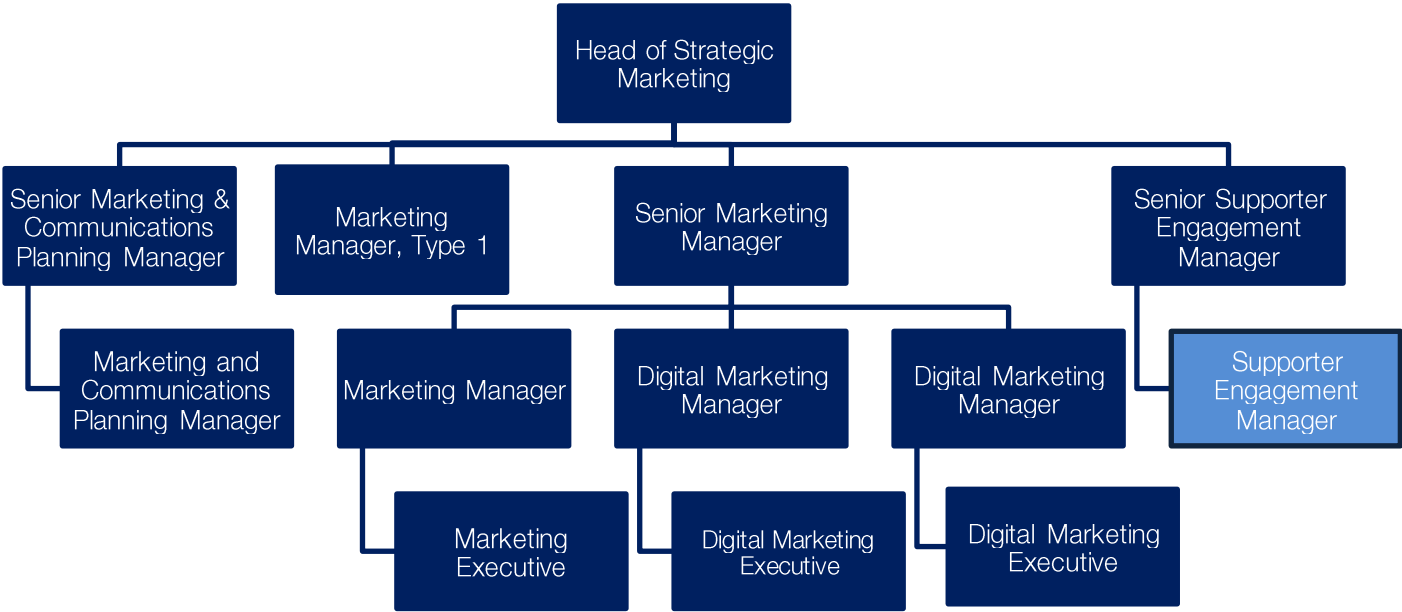


**SUPPORTER ENGAGEMENT MANAGER**

<b>DIRECTORATE:</b>	Engagement and Fundraising
<b>SECTION:</b>	Strategic Marketing
<b>REPORTING TO:</b>	Senior Supporter Engagement Manager
<b>CONTRACT:</b>	Permanent, full-time



**WORKING RELATIONSHIPS:**

<b>Inside Diabetes UK</b>
All teams and directorates across Diabetes UK, particularly those within the Engagement and Fundraising directorate as well as Service Development, Volunteering, Campaigns and Supporter Mobilisation and IT
<b>Outside Diabetes UK</b>
Agencies, freelancers and suppliers

## **OVERALL PURPOSE OF THE JOB**

The Strategic Marketing team is here to deliver a Revolution in understanding and support by building a unified approach to marketing across Diabetes UK, which builds and deepens engagement with the public. To meet this goal the Strategic Marketing strategy focuses on three pillars: marketing and communications planning and governance, integrated and targeted marketing campaigns and supporter engagement strategies.

The Supporter Engagement Manager will support the delivery of the supporter engagement pillar. The objective is to help Diabetes UK develop long-term, two-way relationships with the people we support and those who support us. The role will achieve this by driving a cultural shift to an audience led approach, supporting better data collection, and improved systems and processes to deliver engagement strategies, and supporting teams to develop and deliver audience centred journeys. The role will work closely with the fundraising team to ensure supporter engagement strategies are optimised for fundraising.

## **MAIN DUTIES AND RESPONSIBILITIES:**

- Work with teams to develop and improve audience-led engagement strategies and journeys to increase commitment, satisfaction and lifetime value.
- Design and test new audience-led engagement strategies and journeys to find out what increases engagement.
- Support in the rollout and effective use of an organisation-wide audience segmentation model helping put people at the heart of what we do.
- Help in the design of and then manage delivery a more consistent approach to data capture to enable us to build organisational-wide relationships.
- Champion a data-driven approach to increasing engagement, so we focus on what we know about our audiences, not what we think we know.
- Support the Senior Supporter Engagement Manager in improving systems and processes to enable more personalised and tailored communications and an organisational-wide approach to engagement.
- Help ensure our content is relevant to target audiences and supports our ability to build long-term relationships.
- Implement systems to measure, monitor and improve engagement.
- Manage ad hoc marketing projects.
- Share successes and learnings across the charity to drive improvements to our supporter engagement strategies.

## PERSON SPECIFICATION:

### The best person for this job will be able to:

- Deliver test and learn supporter engagement strategies and journeys
- Influence people and create cultural change
- Demonstrate understanding in audience segmentation models, data and databases.
- Communicate effectively through face-to-face, presentations, journey maps and written reports
- Work on own initiative, under pressure and to tight deadlines
- Make effective decisions based on overarching priorities
- Navigate processes and meet sign off requirements
- Identify and overcome problems using own initiative
- Confidently use Microsoft Office programmes including Outlook, Word, Excel, PowerPoint etc
- Keep up to speed on engagement trends within and beyond our sector, share learning with others to drive innovation
- Keep abreast of relevant legal and regulatory frameworks, including; Data Protection legislation and the Code of Fundraising Practice

### The best person for this job will have experience in:

#### Essential:

- Fundraising or marketing in a charity setting
- Delivering supporter engagement strategies and journeys for income generation
- Testing new approaches to building supporter relationships, evaluating results and making recommendations for future development
- Planning and managing marketing campaigns
- Experience and knowledge of digital channels (social, email, SMS) to drive supporter engagement and to build long-term relationships
- Project management, including budget planning and management, performance monitoring and evaluation
- Working on cross-organisation projects to deliver successful outcomes
- Understanding and applying relevant legislation and regulations, e.g. Data Protection, PECA, and Code of Fundraising Practice
- Using relational databases

#### Desirable:

- Managing agencies and suppliers.
- Health-related marketing
- Customer/supporter acquisition campaigns and activities

### The best person for this job will be:

- A big picture thinker
- Determined to overcome challenges and make change happen
- Digitally savvy with a working knowledge of key digital channels
- Considerate of short-term and long-term goals