

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



**CREATIVE SERVICES
MANAGER**

WHO WE ARE

For nearly 5 million people with diabetes in the UK, there's no day off. At Diabetes UK, we fight day in, day out for better care, treatment and support. We won't stop until diabetes can do no harm. With more people than ever living with diabetes and millions more at risk of developing type 2, our work has never been more needed.

We can't do any of this without you. Our staff are passionate and determined about helping everyone affected by diabetes. For over 85 years, they've been behind vital policy changes, as well as new treatments and technologies to make living with diabetes easier every day. But there's more to do. And you can be part of it.

We're a really diverse bunch and we recognise and respect your value as an individual.

As well as helping people with diabetes, you'll be part of one of the top 30 Best UK Charities to Work For, and one of the top 75 Best Large Companies in London.

We're committed to protecting and promoting the welfare of children and adults at risk, and we need our staff and volunteers to support this.

Our vision is a world where diabetes can do no harm. Join us today, and together, we can make that a reality.



JOB DESCRIPTION

Role title: Creative Services Manager

Contract type: Fixed-Term (12 months)

Hours: Full-Time (35 hours)

Band: 5

Key relationships (internal and external): All teams, directorates and project groups within Diabetes UK. External suppliers including freelancers, agencies and suppliers.

Key focus of the role: This role sits at the heart of the Brand and Creative team and is central to the cost-effective delivery of projects across the charity.

You will provide expert guidance on and management of outsourcing creative work through external suppliers and our self-service tools including our online template system.

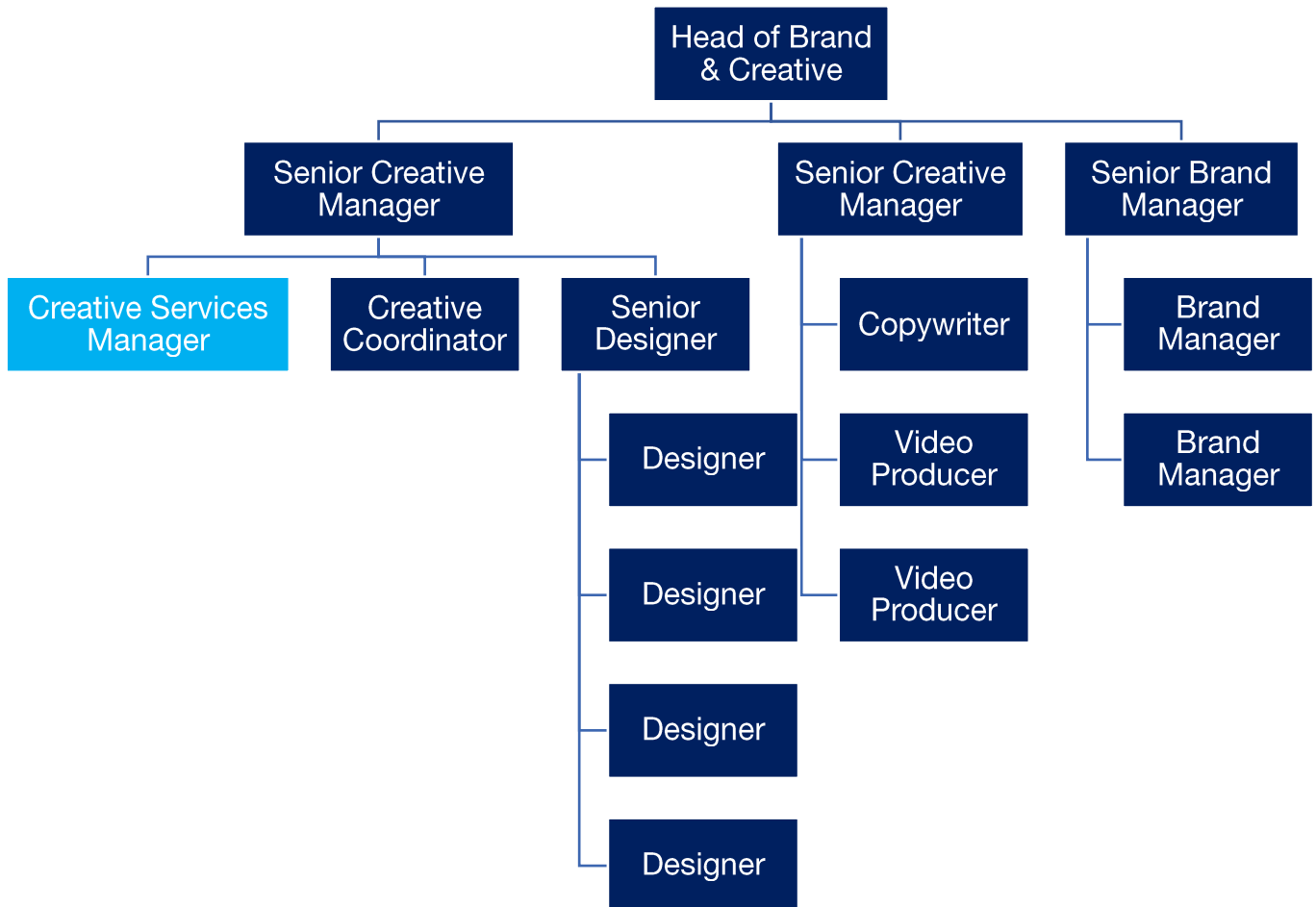
You will own and manage our comprehensive, high-quality roster of creative freelancers and agencies to be used throughout the charity. You will build and maintain effective working relationships to add value, saving us time and money and delivering great creative.

You will lead on delivery of work that exceeds our in-house capacity by deeply understanding and effectively project managing outsourced briefs, coordinating project teams and championing our processes.

Directorate and team

This role sits in the [Brand and Creative Team](#) in the [Engagement and Fundraising Directorate](#)

Department



Main responsibilities

- Support Diabetes UK's growth by managing the outsourcing of creative work.
- Manage and steward all our agencies, freelancers and suppliers – leading on recruitment, inductions, onboarding and strategic optimisation of the whole roster.
- Manage, champion, review and develop our self-service tools including our online template system.
- Accountable for outsourced workflow management by reviewing requests and briefs, then overseeing projects to ensure the creatives have all key information and content they need and that the creative process runs smoothly and roles and responsibilities are clear.
- Work closely with the Marcomms Planning team and is responsible for proactively pre-filling, filtering and screening our team's capacity to assess work to be outsourced and assign the required resources – helping to effectively manage volume of incoming briefs.
- Build and maintain strong internal relationships with colleagues at all levels. Champion internal processes and ways of working, proactively preventing and resolving issues and escalating them as appropriate.

Person specification

All jobs at Diabetes UK are based on our competency framework called the What-How Framework. In the following sections we've listed:

- The key activities you'll undertake (the What) and
- The skills, knowledge, experience and behaviours you need to be successful in this role (the How)

You will be able to:

Manage outsourcing and our PSL

- Identify and manage creative work to be outsourced. Manage the briefing and creative process to deliver work that answers the brief, adheres to our brand guidelines and is high-quality, effective and has impact.
- Work collaboratively with other marketing and communications teams to develop one Preferred Supplier List (PSL) and a shared process to ensure that outsourcing adds value, quality and cost-effectiveness to our collective offer.
- Develop and elevate our external creatives roster to strategically respond to Diabetes UK's growth. This includes freelancers and agencies covering video, animation, design, radio, copywriting, photography, illustration.
- Recruit and onboard of all agencies and freelancers across the charity by providing initial Brand guidelines and process inductions.
- Work closely with the Marketing and Communications Project Manager in championing and overseeing the Marcomms processes to make sure they're applied to work that is outsourced and lead on the relevant induction programmes.

Manage our self-service systems

- Identify opportunities for promoting the use of these tools across Diabetes UK.
- Identify and re-direct creative requests that can be delivered through these tools. Advise colleagues on which tool is the most suitable solution to deliver their brief.
- Lead on the engagement plan – including building key relationships, training, workshops, surgery sessions – and lead on delivery
- Manage supplier relationships and all relevant communication – including updates, planning, reporting, regular reviews of financial and legal terms, establishing, aligning and growing KPI.
- Advise on financial investment based on return and performance report.
- Manage procurement and compliance through engagement with Infogov and storytelling teams.
- Manage system maintenance (client side) including performance reporting, internal audits, template reviews and ongoing optimisation.

Workflow Management

- Accountable for overseeing outsourced creative requests and workflow, coordinating the project team and ensuring projects are on schedule, within scope, and on budget.
- Responsible for proactively pre-filling, filtering and screening outsourced briefs and making sure we have key information before creative work starts. In doing so, collaborate with and support the Marcomms Planning team.
- Support the Senior Creative Manager with implementing capacity management of the Creative team – focussing on outsourced work. Then, independently feed into planning in a simple and effective manner to optimise our service.
- Lead on improving external projects workflows and processes to enhance efficiency and creativity.
- Independently identify blockages, resolve escalations and develop KPIs to report on performance.
- Work in close collaboration with the Marketing & Comms Project Manager to streamline and consolidate support, capacity and outsourcing.
- Have oversight of creative projects and liaise with colleagues on matters concerning status, timelines, blockages, roles and responsibilities and processes.

You will have experience in:

- Working in a leadership or senior role within a multidisciplinary creative team. Monitoring workflow, managing capacity and projects from brief to delivery.
- Building and maintaining effective and positive internal relationships with colleagues at all levels. Championing internal processes and ways of working, proactively preventing and resolving issues and escalating them as appropriate.
- Leading on building and optimising a brilliant creative roster to strategically support an organisation's growth. Sourcing, onboarding, managing and building strong relationships with external creative freelancers and agencies.
- Briefing and sourcing quotes from creative freelancers and agencies, adhering to procurement processes.
- Project management processes including schedules, feedback, approvals, RACIs and roles and responsibilities.
- Managing and optimising self-service systems such as template systems.
- Delivering inductions and training.
- Understanding what makes a good brief and the key information, specs and content required to start creative work, particularly when outsourced.
- Procurement, compliance and basic knowledge of legal requirements that may affect onboarding and contracts with external suppliers and asset management.

You will have skills in:

- Project planning, delivery and management.
- Building strong and effective internal relationships with colleagues and teams and external relationships with suppliers.
- Workflow management and outsourcing processes.
- Have good proficiency with Microsoft Office, ideally Adobe Creative applications and also be experienced with Project Management tools such as Monday.com

You will have knowledge of:

- The creative disciplines and processes of design, video, photography and copy.
- Working within brand guidelines and being a brand guardian.
- Overseeing and advising on self-service systems and supplier financial investment.
- Developing internal engagement plans.

The best person for this job will be (behaviours):

- Exceptional communicator. Proactive and confident in building internal and external relationships and identifying and resolving issues.
- Creative and good problem-solving skills. Driven to identify opportunities to improve processes and ways of working to positively impact efficiency and relationships.
- Exceptionally well-organised and reliable. Able to work under pressure, multi-task and prioritise their own workload.
- Shows a positive, calm and collaborative attitude.
- A thirst for learning and seeks out new opportunities and technological developments to find efficiencies or further enhance the way we work.
- A team player but also able to work independently.

Qualifications/professional membership (if applicable):

- Bachelor's degree in creative disciplines management, business administration or a related field or equivalent experience.

benefits

We know you do more than just work. And that means you might be a parent, carer, friend, volunteer or partner.

We want to make sure that we can help you create a good balance between work and the other parts of your life.

And one way we do that is with benefit we offer you.



Annual leave

We want you to make sure you get time off to rest and relax. So, all full-time permanent employees get 25 days off a year, with bank holidays on top of this.



Connected working

We have adopted a 'connected working' way of working. This means that, for most roles, you are not required to work in an office location every day.



Pension

We enrol everyone into our pension and all new colleagues joining us will get information on the pension scheme. We make an employer contribution of at least 5%.



Healthcare

Our cash healthcare plan that allows you to claim back the cost of regular health appointments and treatment, like the dentist and optician.



Learning and development

We help you to continually develop and achieve your career goals, including offering a wide range of training which happens throughout the year.



Gym membership

We have a gym membership discount scheme through our cash healthcare plan provider. You can use this at a wide variety of gyms around the UK.

Get in touch

Email recruitment@diabetes.org.uk

Call **0345 123 2399**

Visit diabetes.org.uk

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

