

Interim Senior Marketing Manager - Fundraising



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.

Tackling inequality is part of our mission, and we're committed to being a diverse and inclusive organisation, for all of our people and volunteers. We have a friendly and inclusive culture, with a range of staff networks and ways to get involved. You can find out more about our approach to equity, diversity and inclusion in our strategy here [EDI Strategy Branded version 22 March 2023.pdf](#).

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: Interim Senior Marketing Manager - Fundraising

Contract type: Fixed term / Interim (3-6 months)

Hours: 35 hours per week (happy to consider a minimum of 28 hours per week)

Band: 4

Key relationships (internal and external):

Internal: Marketing, Brand & Creative, Media, Marketing Senior Managers, Individual Giving, Community & Event Fundraising, Philanthropy & Partnerships, Data & Insight, Ambition co-leads, Strategy and Planning

External: Agencies, freelancers, suppliers, and people living with diabetes to ensure lived experience is at the heart of our work.

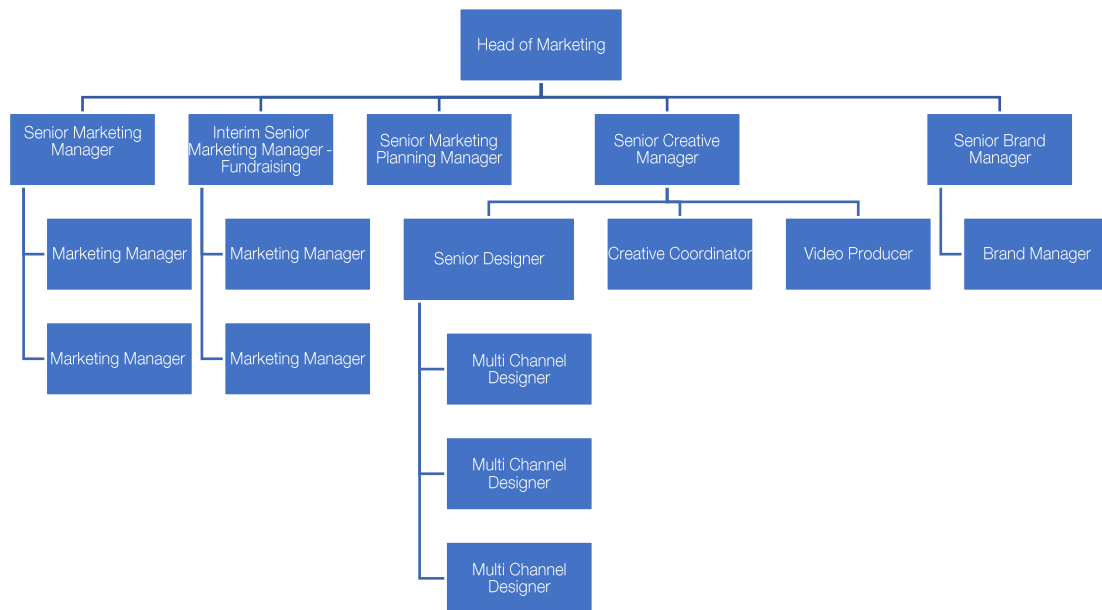
Key focus of the role:

Provide leadership across fundraising marketing activity during a 3-6 month interim period, ensuring the delivery, optimisation and evaluation of priority campaigns and communications to drive income and engagement.

Directorate and team

This role sits in the [Marketing team](#) in the [Engagement and Fundraising Directorate](#)

Department



Person specification

All jobs at Diabetes UK are based on

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

You will be able to:

1. Plan, deliver and evaluate creative, multi-channel, integrated marketing strategies and campaigns in support of fundraising priorities, ensuring they are audience-led and delivered to a high standard.
2. Build strong collaborative relationships with key internal and external stakeholders to support effective and integrated campaign delivery.
3. Line-manage team members, ensuring clarity of objectives, strong delivery and support during a busy and transitional interim period.
4. Lead a team to build strong, effective partnerships with fundraising teams, ensuring close collaboration and shared objectives.
5. Champion marketing best practice, including testing and optimisation approaches, to improve performance and impact.

6. Respond quickly to changing priorities and external context and challenges, maintaining pace and focus on delivery.
7. Ensure the needs and views of people living with, affected by, and at risk of diabetes are at the heart of decision-making.
8. Take an active role as a senior manager, supporting effective ways of working and team performance and embodying Diabetes UK values and behaviours.
9. Represent the Marketing team in key meetings, providing clear and pragmatic input.
10. Manage prioritisation and scheduling of campaigns and communications to ensure delivery against immediate goals.
11. Champion an insight-led, audience-first approach across comms and campaigns.
12. Provide strategic and delivery support to the Head of Marketing on priority areas as required.

You will have experience in:

1. Developing and delivering effective, audience-led marketing campaigns that deliver strong results across multiple channels, ideally within fundraising or income-generating activity.
2. Delivering and evaluating CRM communications, including SMS, email campaigns and supporter journeys.
3. Working with internal and external stakeholders to deliver integrated and impactful campaigns.
4. Line management, particularly in fast-paced or transitional environments.
5. Monitoring and improving campaign performance, including testing and optimisation (e.g. CRO).
6. Delivering activity at pace while maintaining quality and attention to detail.
7. Improving processes and ways of working to support effective delivery.

You will have skills in:

1. **Project management** - able to lead delivery of campaigns on time and to budget.
2. **Collaboration** - able to build and maintain effective working relationships across teams.
3. **Communication** - able to translate complex information into clear and accessible messaging.
4. **Decision-making** - with confidence to review, contribute in discussion and sign off marketing outputs where needed.
5. **Strategic thinking** - able to translate challenges into clear objectives and strategies to address
6. **Team leadership** - able to lead, inspire and motivate a talented team and to embody organisational values and behaviours

You will have knowledge of:

1. Marketing techniques across multiple channels / platforms, including paid, owned and earned (digital and offline).
2. The wider marketing landscape and key factors influencing campaign performance and supporter engagement.
3. Best marketing practice, including accessibility, relevant regulatory frameworks, fundraising and data compliance.

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

1. A confident and pragmatic strategic thinker, able to focus on priority deliverables in an interim role.
2. Flexible and disciplined, able to prioritise effectively and deliver at pace.
3. Proactive and decisive, able to navigate challenges calmly and make sound decisions quickly.
4. A supportive and effective people manager, able to provide clarity, direction and motivation to a team during a busy interim period.
5. Comfortable balancing strategic oversight with hands-on delivery where required.

6. Able to represent the Marketing team with credibility and expertise and embody Diabetes UK values and behaviours
7. A champion for the needs of people living with, affected by and at risk of diabetes, ensuring these needs remain central to our communications.

Qualifications/professional membership (if applicable):

Diabetes UK is committed to fundraise in a way that is legal, open, honest and respectful and expects all staff and volunteers to share this commitment. We are registered with the Fundraising Regulator and you will be expected to adhere to the Code of Fundraising Practice.

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 benefits 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.



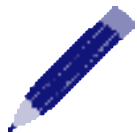
Pension

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.



Our Networks

A range of active and supportive colleague networks such as the Pride network, Global Majority network and Women's network.



Early finish Friday

Early finish Friday and flexible working as part of our approach to activity-based working (not applicable to roles with fixed shift patterns).



Employee assistance programme

Employee assistance programme to give you support on any issues that come up in life.



Annual season ticket loan

Annual season ticket loan* (on completion of your probation period and if contract is permanent or longer than 12 months).



Cycle to work scheme

Cycle to work scheme.

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

