

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



**MARKETING EXECUTIVE
(FUNDRAISING) 12-MONTH FTC**

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: Marketing Executive

Contract type: Fixed-Term Contract (12 months)

Hours: 35 (full-time)

Band: 6

Key relationships (internal and external):

Internal: this role works closely with the wider Strategic Marketing team, Content and News, Brand and Creative, Events Fundraising, Philanthropy and Partnerships, Individual Giving, Insight & Analysis, Finance, Data and Digital.

External: You'll liaise with our agencies, freelancers and suppliers.

The role directly reports to the Fundraising Marketing Manager.

Key focus of the role:

Supporting the delivery of impactful, multi-channel, audience-led fundraising communications and campaigns, this role will be pivotal in working with our fundraising teams to raise income and drive change for people living with, affected by, and at risk of diabetes.

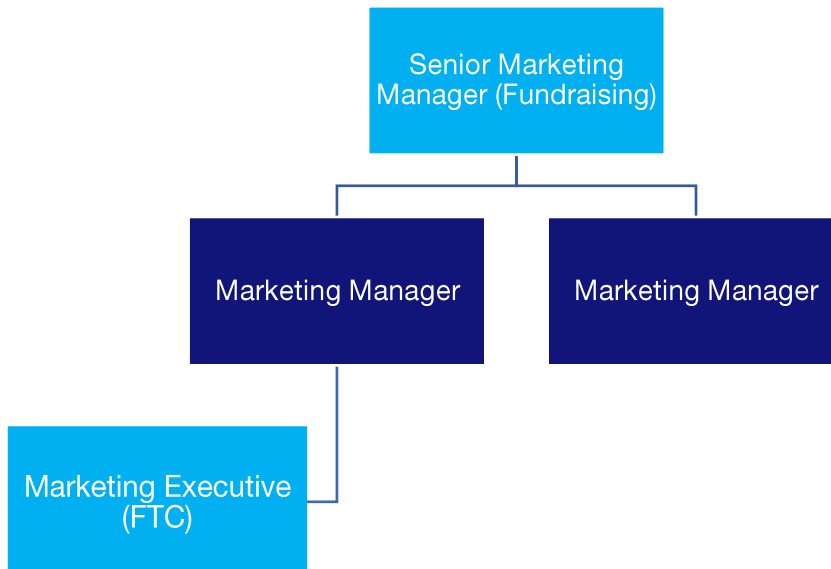
Directorate and team

This role sits in the **Strategic Marketing Team** in the **Engagement and Fundraising** **directorate**.

Department



Role and reporting line



Main responsibilities

Working within the Marketing & Communications division, in this exciting role you'll get hands-on experience delivering impactful marketing campaigns in support of our growing fundraising portfolio - from mass participation and third-party events, to legacy donor campaigns.

We have an exciting year ahead as we embark on a new strategy to grow our income, in order to deliver our ambitious plans to support more people living with diabetes, campaign for change, and fund our life-changing research.

This role will work closely with the Fundraising Marketing Managers, supporting them to:

- Plan, deliver and evaluate creative, multi-channel marketing campaigns in support of our fundraising event and individual giving portfolio, insuring they are audience led and delivered to a high standard
- Create organic social media content – for example for Instagram and TikTok– to support fundraising activity from events to corporate partnership content
- Keep up-to-date with marketing trends and opportunities and share insight back with the team
- Research offline opportunities to promote our fundraising products and events
- Set up, manage and evaluate paid marketing campaigns across digital channels, including Google, Facebook/Instagram and TikTok
- Brief freelance and internal designers to deliver creative concepts and assets for digital and offline fundraising marketing activity
- Brief our Customer Engagement team to deliver tailored onward journeys for people taking part in fundraising events.
- Support in copywriting and reporting on fundraising email communications
- Come up with ideas for engaging fundraising event participants through our challenge Facebook groups
- Participate in internal innovation workshops to support the crucial development of our innovation fundraising products

Support the wider Strategic Marketing team on any other areas as required. This may include expense reports and other regular reporting, building stewardship and marketing emails.

Person specification

You will be able to:

- Communicate effectively with a strong writing style
- Tailor different communications for different audiences, channels and campaigns
- Manage your time efficiently and prioritise workload, delivering projects and tasks to a high standard
- Build effective working relationships with a range of colleagues
- Create clear briefs for design, data and web content to support wider campaigns
- Monitor and evaluate performance across key channels (e.g. social media and email) and be proactive in suggesting ideas to improve performance

You will have experience in:

- A marketing team or other communications team – this may be in an agency, charity, or through self-employment – we will be keen to know how your understanding of marketing communications can be applied to excelling in this role
- Desirable will be an understanding of the charity sector and / or fundraising events and products for charities – you may have taken part in events, volunteered, or have experience through previous charity work

You will have skills in:

- Copywriting for a range of external communications
- Managing multiple projects or deadlines at once
- Building paid digital ads (desirable)
- Creating content for social media
- Using google analytics / GA4 to evaluate performance of key channels such as social media and email (desirable)

You will have knowledge:

- Of online and offline marketing channels and how to craft an impactful multi-channel marketing campaign
- Of how to segment communications across different channels to target different audiences
- Of using customer data for outbound communications or analysis
- Of the most popular social media platforms and some of the key differences between them

- Of the key components of data protection (consent, GDPR, etc)

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

- Working in a marketing or similar role and keen to learn and develop their skills further as part of an ambitious communications department
- Able to plan their work and time effectively with excellent attention to detail
- Proactive in spotting trends and opportunities, and showing initiative in coming up with creative ideas to test across campaigns and channels
- Someone who likes to work as part of a team – we are a friendly, sociable team based all over the UK and it's important we feel connected to each other
- An eye for what imagery works well and an understanding of the importance of representation across all our communications
- Passionate and excited about the prospect of working for a large ambitious diabetes charity
- Eager to support their line manager and colleagues to deliver impactful marketing campaigns

Qualifications/professional membership (if applicable):

None specifically required – we would be interested to hear if you have any relevant marketing or communications qualifications

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 the benefits we offer you.



Annual Leave

We want 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 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 careers goals, including offering a wide range of training, which happens throughout the year.



Gym membership

We have a gym membership discount through our cash healthcare 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

