

## Job Description

**Role Title:** Marketing and Communications Project Manager

**Contract Type:** Permanent

**Hours:** 35 (full-time)

**Band:** 5

### Key Relationships:

**Internal** – Planning & Strategy, Marketing & Communications, Fundraising, Services, Research, and Policy, Campaigns & Mobilisation.

**External** – Freelancers, marketing and creative agencies

**Key focus of the role:** Work with teams from across Diabetes UK to help us drive forward a coherent, integrated approach to marketing and engagement – to help us reach, engage, and support more people living with, affected by, or at risk of, diabetes.

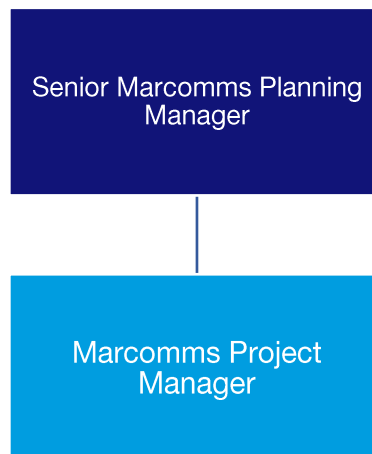
### Directorate and team

This role sits in the [Strategic Marketing Team](#) in the [Engagement & Fundraising Directorate](#)

### Department



## Role and reporting Line



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**)

### Key activities – What you need to do

- Manage the project briefing process for the Marketing & Communications department, making sure it runs smoothly and effectively supports the wider organisation
- Oversee the day-to-day operation of our project management system, Monday.com
- Build and maintain strong relationships with internal teams across the charity
- Serve as a key point of contact for colleagues seeking support from the Marketing & Communications department
- Keep planning tools (e.g., the channel calendar, project boards plan and capacity planner) up-to-date.
- Gather evaluations and insights, both internal and external, to create an insights hub and contribute to reports.
- Provide regular status reports for projects
- Support colleagues across the Marketing & Communications department to effectively use our project management system, Monday.com
- Identify and implement improvements in the briefing process, creating relevant tools and resources to help colleagues plan and execute projects
- Assist with resource and capacity planning across the Marketing & Communications department to ensure proper allocation of resources

- Continuously improve processes, tools and infrastructure to ensure the effective functioning of the Marketing & Communications department
- Support in the management of outsourcing solutions for projects which can't be delivered inhouse
- Own, maintain and improve the Marketing & Communications department intranet site for the benefit of colleagues across the organisation.
- Champion marketing best practice across the charity, and work with other teams to improve charity-wide understanding and expertise

## How you need to do it (the How)

### Skills

1. Excellent project management and organisational skills
2. Strong communication, collaboration and interpersonal skills, with the ability to quickly build strong and successful working relationships with a wide range of colleagues
3. Ability to demonstrate adaptability when managing multiple competing priorities
4. Excellent stakeholder and project management skills to optimise the use of resources.
5. Ability to make informed decisions using varied and sometimes complex information.
6. Comfortable using data and insights to inform decision making

### Knowledge

1. Demonstrate knowledge and use of Monday.com or similar project management software
2. Demonstrate knowledge and use of project management methodologies
3. Working knowledge of MS Office, particularly SharePoint and Teams to create shared working spaces and resources

## Experience

1. Demonstrable project management experience
2. Demonstrable experience working within a charity or agency planning environment.
3. Experience working with marketing agencies and/or third-party suppliers

## Behaviours

- Be flexible, disciplined and able to prioritise work effectively under pressure
- Approach challenges in a calm and pragmatic way
- Effectively balance strategic thinking and tactical delivery with the ability to be proactive in hands-on delivery
- Be enthusiastic and passionate about the opportunity to bring about change for people affected by diabetes
- Demonstrate a keen emphasis on continual professional development to ensure that expertise remains relevant, and the Marketing & Communications planning team is at the cutting edge of best practice in its project management capabilities

## Qualifications/professional membership (if applicable):

None