

Job Description

Role Title: Database Marketing Manager

Contract Type: Permanent

Hours: 35 (full-time)

Band: 4

Key Relationships: Fundraising teams, Strategic Marketing, Information Systems and Information Governance

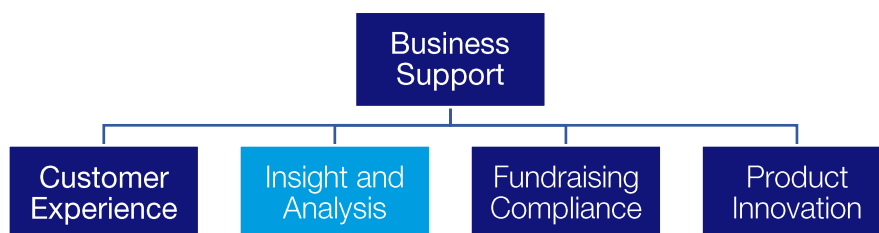
Key focus of the role:

Becoming a more audience and data-driven organisation is critical to helping us achieve our ambitions at Diabetes UK. This role will play a key part of helping us drive this change through leading our database marketing team. The role of this team is to produce insight driven selections & segmentations for the whole organisation, supporting colleagues to reach and engage with target audiences all in a compliant and customer-centred way. We want to improve engagement, building long term relationships that focus on the highest standard of customer experience and you will help us move closer towards this goal.

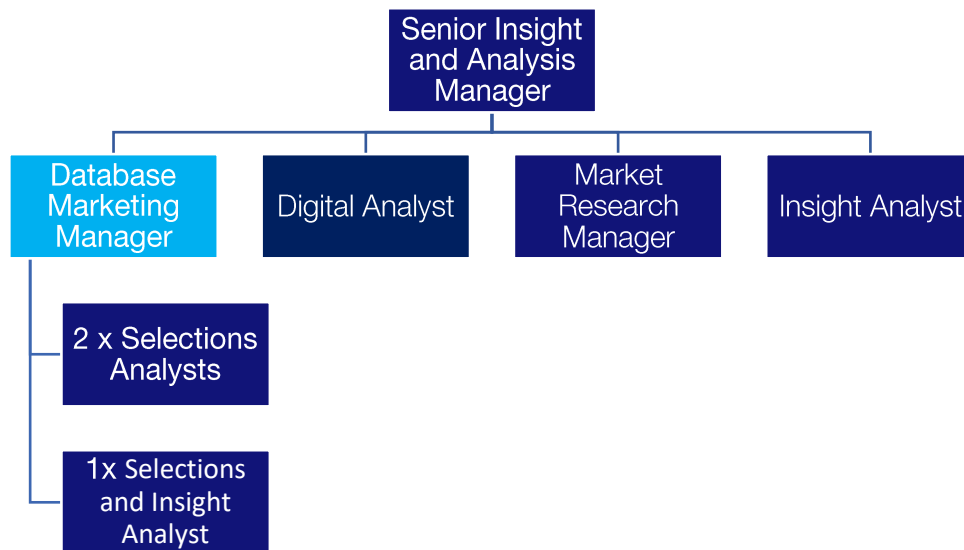
Directorate and team

This role sits in the [Insight & Analysis 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

1. Lead on the development of database marketing to enable Diabetes UK to maximise customer engagement and loyalty.
2. Lead, manage and inspire a strong performing team, ensuring that they are motivated, involved and able to deliver on their objectives and personal development plans.
3. Represent the Database Marketing team in cross department projects and activities to ensure we are jointly moving towards our goals.
4. Lead on building new models and testing new approaches to optimise customer experience, value and loyalty
5. Develop the Faststats System & Data Warehouse as Diabetes UK move from using a Care NG CRM to a Microsoft Dynamics CRM
6. Improve customer engagement and experience through selections by using insight including segmentations, models & testing

7. Embed a programme of testing & learning from customer data at Diabetes UK as means of improving the using of customer data to increase customer retention & value.
8. Use statistical modelling technique to optimise and improve fundraising strategies and supporter experiences
9. Exploring how AI can be used to improve customer segmentations and database selections
10. Lead on the presentation findings and insights via dashboards & visualisations in Power BI
11. Manage the ticketing system used by the team in order to manage incoming requests and workload.

How you need to do it (the How)

Skills

1. Promote the use of insight and influence others to act based on your recommendation.
2. Confidently communicate with others ensuring they have clear expectations of what you will deliver, including timeframes.
3. Use your management and coaching skills to lead & inspire a team.
4. Create a culture of testing & learning within and outside of the team.
5. Use your technical skills to create actionable insights & insight driven selections
6. Work with IT & external suppliers on the maintenance of the Faststats system & data warehouse.
7. Demonstrate excellent organisational, prioritisation, management, and leadership skills.

Knowledge

1. Knowledge of how data insight can influence organisational strategy especially with Fundraising
2. Knowledge of coaching techniques and how to work with teams to get the most out of their personal development.
3. Knowledge of CRM databases such as Microsoft Dynamics, Care NG or similar

4. Knowledge of SQL, Faststats or similar selections & insight tools
5. Knowledge of Power BI or other Business intelligence tools
6. Knowledge of creating segmentations & data models
7. Knowledge of GDPR & Data Protection
8. Knowledge of the Not-For-Profit sector

Experience

1. Experience of leading a team to engage internal stakeholders and drive change in how insight is used in marketing.
2. Experience using databases, ideally competent in using SQL, Faststats or similar selections tools, and Business intelligence tools.
3. Experience of using insight, marketing techniques and building models to increase income and drive engagement in database marketing.
4. Experience of application of statistical techniques to data analysis
5. Experience of communicating and presenting complex insight to a range of audiences with varying knowledge on the subject.
6. Experience of handling data for selections & analysis in accordance with current legislation.

Behaviours

1. Build effective working relationships with others, being able to influence at a senior level
2. Able to use knowledge of the external environment to inform how you influence others to make tough decisions
3. Confidently and clearly communicate with others ensuring they have clear expectations of what you will deliver, including timeframes
4. Self-motivated and competent at driving change to improve what we do
5. Identify barriers and address problems that may occur in cross charity projects
6. Organise your time and workload to meet deadlines in a calm manner

Qualifications/professional membership (if applicable):