

**DiABETES UK**  
KNOW DIABETES. FIGHT DIABETES.



**SENIOR MARKETING  
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:** Senior Marketing Manager

**Contract type:** Permanent

**Hours:** 35 (full-time) *NB Could consider 28 hours per week.*

**Band:** 4

**Key relationships (internal and external):**

**Internal:** Strategic Marketing, Brand & Creative, Content & News, Marketing & Communications Senior Managers, wider comms colleagues across our National & Regional teams, Insight & Analysis, Research Comms, Healthcare Professional Engagement, Policy, Campaigns & Mobilisation, Services, Strategy & Planning.

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

**Key focus of the role:**

Lead a skilled team of four to drive change for people living with and affected by diabetes through impactful, insight-driven, audience-led marketing campaigns and strategies.

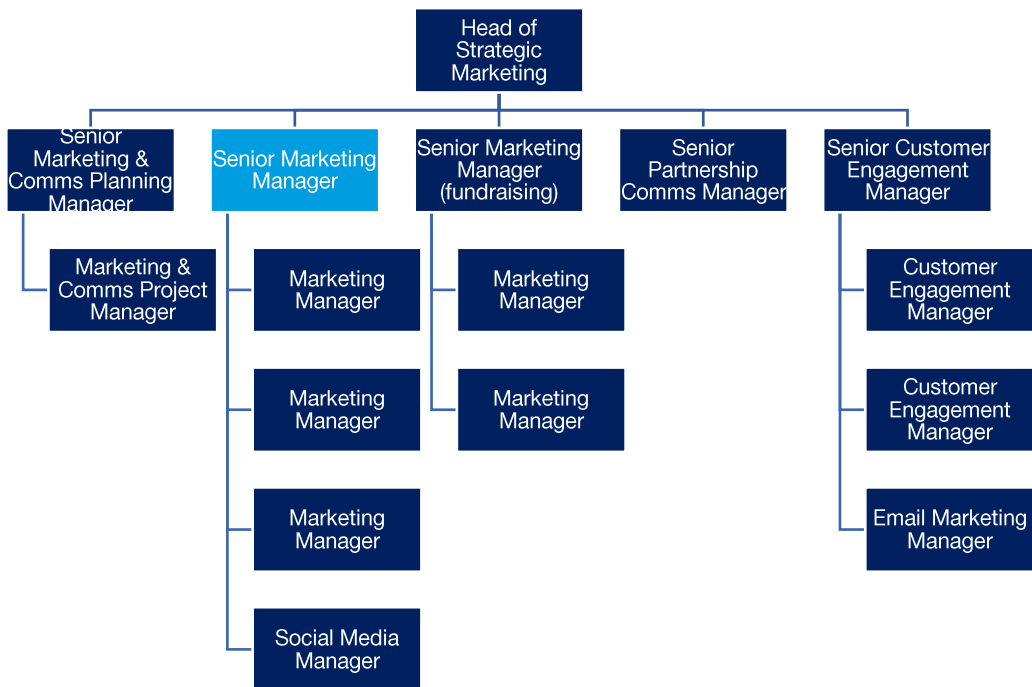
## Directorate and team

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

## Department



## Reporting Line



## Main responsibilities

Lead a team of four to successfully deliver impactful, innovative, creative marketing campaigns, with the needs and voices of people living with and affected by diabetes at their heart.

Build strong working relationships with internal and external stakeholders to create opportunities for greater integration and collaboration.

Work with the Head of Strategic Marketing and other Senior Managers within the Marketing & Communications department to manage resource, prioritisation and scheduling for upcoming projects.

## 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:

1. Plan, deliver and evaluate creative, multi-channel, integrated marketing strategies and campaigns to reach, engage, support, and build meaningful long-term relationships with our supporters and beneficiaries.
2. Put the needs and voices of people living with, affected by, and at risk of diabetes at the heart of our communications, ensuring we test and learn, co-create, and are led by insight in our approach across campaigns and channels.
3. Build strong collaborative relationships with key internal and external stakeholders to achieve greater impact through integrated communications strategies.
4. Manage four line reports, ensuring they have clear objectives and the support and direction needed to grow and develop in their roles, and succeed in their work.

5. Champion marketing best practice across the charity, and work with wider teams to improve charity-wide understanding and expertise.
6. Keep up to date on new marketing trends and opportunities to ensure the team can proactively respond to shifting external context.
7. Take an active role as a senior manager, and proactively seek ways to improve processes and ways of working to drive collective impact.
8. Represent the Marketing Campaigns team in key meetings, offering strategic expertise and advice.
9. Support the team to build engagement through key owned channels, including social media.
10. Work closely with the Head of Strategic Marketing and Marcomms Senior Managers to manage the prioritisation and scheduling of upcoming projects, ensuring the Marketing Campaigns team has the right resourcing in place to deliver against our strategic goals.
11. Work closely with the Senior Customer Engagement Manager to champion an insight led, audience-first approach to long-term engagement within the team and across the wider charity.
12. Support the Head of Strategic Marketing on any other areas as required.

**You will have experience in:**

1. Developing and delivering effective, audience led marketing campaigns and strategies across multiple channels to meet multiple organisational needs (including campaigning, support, engagement and brand awareness goals)
2. Working with internal and external stakeholders (including partners and agencies) to deliver impactful campaigns.
3. Line management, particularly through complexity or periods of change.
4. Effectively influencing stakeholders at all levels to make change happen.
5. Improving processes and ways of working to keep things simple.

**You will have skills in:**

1. Project management, able to lead a team to ensure campaigns are delivered on time and to budget.
2. Collaboration, able to build and maintain positive working relationships with a wide range of internal and external stakeholders.
3. Communication, able to translate complex information into clear, simple and accessible messages for internal and external audiences.

**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 context, and the key challenges and opportunities which might impact our work at Diabetes UK.
3. Best marketing practice, including accessibility, relevant regulatory and legal frameworks and data compliance.

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

1. A confident, resourceful strategic thinker, passionate about driving change through impactful communications.
2. Flexible, disciplined and able to prioritise work effectively under pressure.
3. Proactive and decisive, able to approach challenges in a calm and pragmatic way and make decisions confidently.
4. Able to balance strategic thinking and a creative approach, and be both proactive in hands-on delivery and reactive in seizing tactical opportunities.
5. Able to represent the Marketing Campaigns team with gravitas and expertise.
6. A champion for the needs of people living with, affected by and at risk of diabetes, ensuring these needs are at the heart of our decision making.

Qualifications/professional membership (if applicable):

N/A

# 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](mailto:recruitment@diabetes.org.uk)

Call **0345 123 2399**

Visit [diabetes.org.uk](https://diabetes.org.uk)

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

