

DIGITAL MARKETING OFFICER



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WELLNESS WALK
DIABETES UK

DIABETES UK

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: Digital Marketing Officer

Contract type: Permanent

Hours: 35

Band: 4

Key relationships (internal and external): Internal: Data and Insight, Fundraising, Marketing, Services, Communities & Improvement, Research, Policy Teams, Information Governance

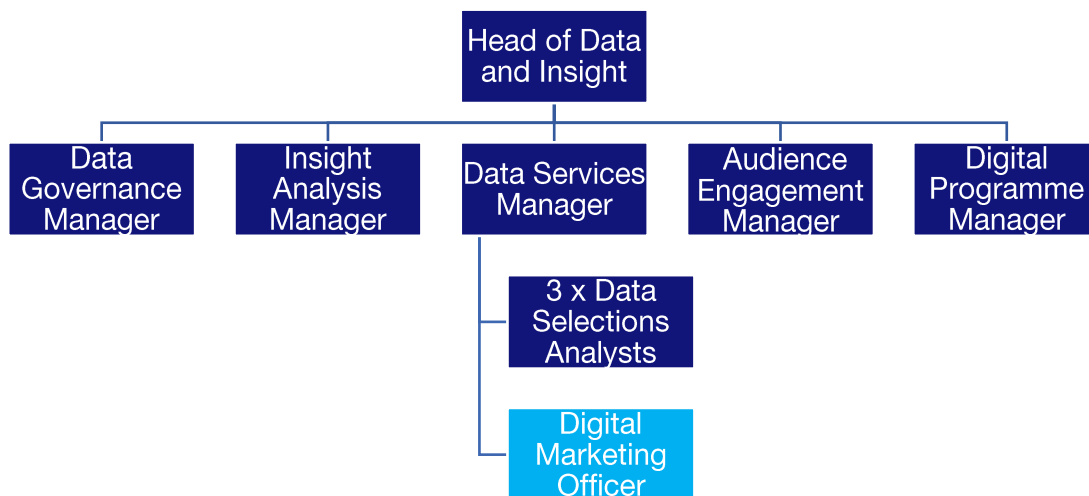
External: Suppliers and Agencies

Key focus of the role:

Develop and manage our Customer Engagement Platform (Dot Digital) to better reach, engage, support, and build meaningful long-term relationships with our audiences. Implement journey and email strategies, support CRM benefit realisation.

Directorate and team

This role sits in the [Data and Insight Team](#) in the [Engagement and Fundraising Directorate](#)



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:

- Oversee the technical development and delivery of multi-channel and strategic journeys, including email automation, to ensure supporters receive the best possible experience, driving long-term engagement
- Work closely with colleagues across the team (Data Insight Analysts and Data Selections Analysts) to deliver marketing, fundraising and engagement activity through CRM channels
- Develop and Deliver an audience-centric, engagement-first strategy, adopting a test and learn approach to ground activity in data
- Manage ongoing reporting and evaluation activity, maintaining sender reputation
- Use your experience of managing email data and insight to shape activity
- Bring enthusiasm and passion to bring about change for people living with diabetes
- Effectively balance strategic thinking and a creative approach, with the ability to be both protective and reactive to new opportunities
- Prioritise requests from teams, ensuring we are delivering the most impactful projects
- Gain buy-in and cross-organisational support for new ways of working
- Use your knowledge and experience in mail marketing to upskill and empower other internal teams, delivering regular training to teams
- Use strong cross-team collaboration skills to build and maintain relationships with key internal teams
- Advocate for email best practice and technical excellence in multi-channel email development
- Prioritise a busy workload, being clear on the projects that will deliver the most impact or income
- Create strong cross-organisational working relationships understanding requirements across our work including priorities in our Ambitions
- Have a delivery focus, moving ahead projects swiftly and accurately

You will have experience in:

- Delivering a busy, cross channel email programme
- Review performance, optimising to get best results
- Piloting activities, taking a test and learn approach and failing fast

- Driving long term engagement with customers
- Using Audience insight and research to drive engagement

You will have skills in:

- Using Dot Digital
- Using CRM systems, preferably Microsoft Dynamics 365

You will have knowledge:

- Data protection, ensuring we are acting in accordance with our customers wishes and preferences

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

- Proactive and able to work autonomously
- Able to look across a range of strategic ambitions, looking for connections and ways to integrate
- Driven by audience need and delivering an excellent experience
- Calm under pressure

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.



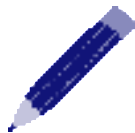
Pension

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

