

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



**HEAD OF STRATEGIC
MARKETING (MAT COVER)**

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: Head of Strategic Marketing (maternity cover)

Contract type: Fixed-Term Contract (12 Months)

Hours: 35 hours per week (full-time)

Band: 3

Key relationships (internal and external):

Marketing & communications and fundraising heads; Research Comms; Policy Campaigns & Improvement; Healthcare Professional Engagement; Nations & Regions comms teams; Business Support; Central Planning; Services; Customer Care Centre; Care team; partner organisations; agencies and suppliers; people living with and affected by diabetes.

Key focus of the role:

Lead and manage the Strategic Marketing function at Diabetes UK to drive change for people living with and affected by diabetes through effective and integrated audience-led marketing and engagement strategies.

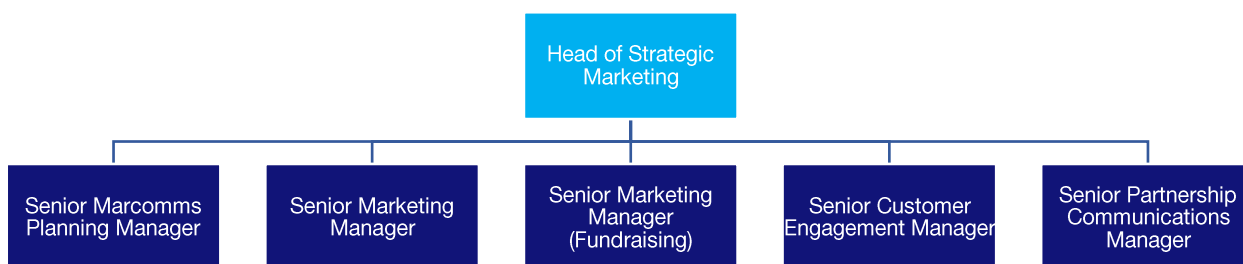
Directorate and team

This role sits in the [Marketing & Communications team](#) in the [Engagement & Fundraising directorate](#).

Department



Role and reporting line



Main responsibilities

1. Work with senior managers and the wider team to translate organisational objectives and priorities into integrated strategies and team plans.
2. Oversee the planning, execution and evaluation of priority marketing and engagement campaigns and activities to support all areas of work, ensuring campaigns are audience-led, delivered effectively and drive measurable impact.
3. Work with the AD of Marcomms, Senior Marcomms Planning Manager and wider Senior Management Team to ensure the team has the right processes, systems and resourcing in place to deliver against strategic goals.
4. Proactively manage the Strategic Marketing budget, taking responsibility for reforecasting and variance reporting.
5. Support the development & delivery of key partnerships, to leverage income, awareness and engagement opportunities.
6. Build, inspire and motivate a skilled team and ensure every member has the support and direction needed to succeed and thrive.
7. Build strong relationships across the charity and work collaboratively to achieve greater cut-through and impact through integrated marketing and communications strategies.
8. Take an active role as a senior leader, and proactively seek ways to influence and improve processes and ways of working to drive collective impact while also offering functional expertise and advice.
9. Maintain a good knowledge of the changing environmental, regulatory and financial landscape to ensure the team can proactively respond to shifting external context.
10. Ensure the needs of people living with and affected by diabetes are at the forefront of our work and champion the collection and use of high-quality data and audience insight to drive our long-term engagement approach.
11. Support the AD of Marcomms in the delivery of an integrated comms strategy and any other areas, as required.

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. Effectively lead a busy marketing team with responsibility for developing paid, owned and earned strategies to meet a range of key strategic objectives
2. Translate strategic thinking into practical delivery plans
3. Hit the ground running to support and motivate a skilled and experienced team during a period of change
4. Work effectively with a range of internal and external stakeholders
5. Use your excellent written and verbal skills to communicate clearly with a range of audiences

You will have experience in:

1. Developing and delivering complex, insight-led marketing and engagement campaigns across multiple channels to meet multiple organisational needs (eg campaigning, fundraising, health information), working with internal and external teams (including partners and agencies)
2. Leading and developing strong, high-functioning teams – particularly through complexity or periods of change
3. Developing and delivering audience-first engagement activities or campaigns that drive long-term impact
4. 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. Planning, delivering and evaluating complex marketing campaigns across multiple platforms, paid, owned and earned (on and offline)
2. Project management – able to galvanise and lead teams to deliver campaigns efficiently, on time, on budget and for maximum impact
3. Communication – able to translate complex information into clear, simple and accessible messages (written and verbal) for all audiences
4. Collaborative working – able to harness the views and inputs of others to create greater impact and overcome barriers – including colleagues, stakeholders, agencies and partners

You will have knowledge of:

1. Marketing techniques across multiple channels – paid, owned and earned
2. Using data to drive marketing effectiveness
3. Marketing context and the key issues and opportunities that might impact our work
4. Best practice, including accessibility, relevant regulatory and legal frameworks, fundraising and data compliance
5. Capacity planning, resource management and budget management – able to ensure projects are resourced effectively and efficiently

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

1. A clear and logical thinker – able to translate complex organisational priorities into tangible plans, and clearly prioritise and resource projects appropriately
2. An expert in their field – able to offer marketing consultancy across the charity and represent the team with expertise and gravitas
3. Proactive and decisive – able to problem solve and make recommendations and decisions quickly and confidently
4. A natural collaborator – values the inputs of others and leads with empathy and understanding to create a supportive and inclusive environment, ensuring the needs of others are considered, while maintaining momentum and driving impact
5. An advocate who continuously champions the needs of people living and affected by diabetes and ensures insight is at the heart of decision making

Qualifications/professional membership (if applicable):

Marketing qualifications eg a CIM diploma would be useful but not essential

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

