

## Senior Partnership Communications Manager

<b>DIRECTORATE:</b>	Engagement & Fundraising
<b>TEAM:</b>	Strategic Marketing
<b>REPORTING TO:</b>	Head of Strategic Marketing
<b>CONTRACT:</b>	12-month fixed term contract



### WORKING RELATIONSHIPS

#### Inside Diabetes UK

Marketing & Communications teams, Partnership & Philanthropy teams, Partnership Steering Groups

#### Outside Diabetes UK

Key corporate partners and their employees and customers, agencies, freelancers, charity partners

### OVERALL PURPOSE OF THE JOB

Develop our strategic communications approach and deliver maximum impact and value through existing and new corporate partnerships. Work closely with internal teams and directly with corporate partners to provide consultancy and strategic direction, alongside hands on development and delivery of key messages and communications campaigns that help to increase our reach and engagement across customers and employees. Work across multiple high-profile existing partnerships and support in the development of strategic scope and ambition for new partnerships.

## **MAIN DUTIES AND RESPONSIBILITIES:**

### **Strategic communications**

- Develop a strategic approach to maximise value from each of our key strategic corporate partnerships through opportunities to reach and engage audiences, for example via key customer and employee channels
- Support the development and shaping of new partnerships, for example helping us to identify and target future strategic partners that will help us amplify our reach
- Develop and maintain a strong understanding of Diabetes UK's strategic outcomes and key audiences, and work with teams to understand how best to progress goals via partnership communications activity
- Develop and maintain a strong understanding of the ambitions and goals of each of our key partnerships, helping to achieve and develop these
- Support our brand development ambitions, working with our partners to raise awareness of our charity, the importance of our mission, and build an emotional connection to our cause across employees and customers
- Develop communications indicators and KPIs and evaluate and report on activity and campaigns to improve future performance.

### **Working collaboratively with others**

- Represent Diabetes UK as the communications expert in external meetings with partners to develop ideas, activity and monitor progress
- Act as the internal communications consultant to our Philanthropy & Partnerships team and key steering groups, and attend meetings to share expertise as required
- Work in an integrated way with the wider Diabetes UK marketing and communications teams to support our communications goals
- Build and maintain excellent relationships with internal and external stakeholders at every level, working collaboratively and ambitiously to add value and impact
- Establish better planning and seamless ways of working between teams to enable us to deliver the greatest possible impact.

### **Tactical communications planning & delivery**

- Translate strategic partnership ambition into clear communications and marketing goals for each key partnership
- Create compelling partnership narratives and write engaging copy to support communications activity across audiences
- Develop a forward view of key moments and opportunities for reach and engagement through our corporate partnerships
- Plan and deliver strong tactical communications plans across channels
- Be proactive in identifying and progressing opportunities to achieve reach and engagement through our partners
- Promote the impact and achievements of our work with key partners both internally and externally.

## PERSON SPECIFICATION:

### The best person for this job will have the following skills:

- Ability to think strategically and proactively to identify and progress marketing and communications opportunities that deliver greater impact through key partnerships
- Ability to plan and deliver activity involving multiple stakeholders, taking in different considerations and using strong judgement and initiative to problem solve as needed
- Strong relationship building skills and the ability to work collaboratively with internal and external stakeholders at every level
- Ability to think and act with commercial value in mind
- Excellent writing, presentation, and communications planning skills
- Strong understanding of audiences and the ability to use insight to shape activity
- Strong understanding of the value of different communications channels and tactics
- Clear, confident and persuasive communication style.

### The best person for this job will have the following experience and qualifications:

- Delivering value through partnerships that aim to effect strategic change
- Working in and across a range of marketing and communications functions, with a good understanding of audiences, channels and techniques
- Planning, delivering and evaluating the impact of communications activity and campaigns
- Successful and collaborative cross-team working
- Working successfully with a range of different stakeholders
- Working for a charity or in corporate social responsibility, and an understanding of both the financial and non-financial value that corporate partnerships can achieve.

### The best person for this job will be:

- Engaging, enthusiastic and driven by impact
- Excited by the potential of achieving a step change in Diabetes UK's ability to realise the engagement opportunity that exists through our corporate partnerships
- A brilliant strategic thinker
- As good at coming up with great ideas as they are at putting together and executing concrete delivery plans
- Someone who enjoys rolling their sleeves up to deliver standout communications activity and impact
- Highly organised with the ability to work concurrently across multiple partnerships
- Resilient and able to keep on top of a busy workload in a critical area
- Someone who approaches challenges in a calm and pragmatic way
- A people person, who likes to engage and work with others across teams to create the best possible impact
- Willing to travel for meetings, with occasional overnight stays required.