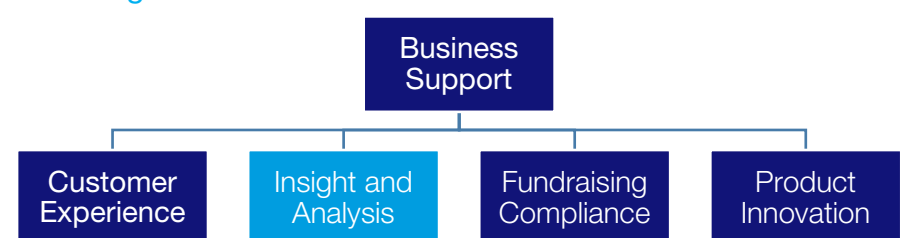
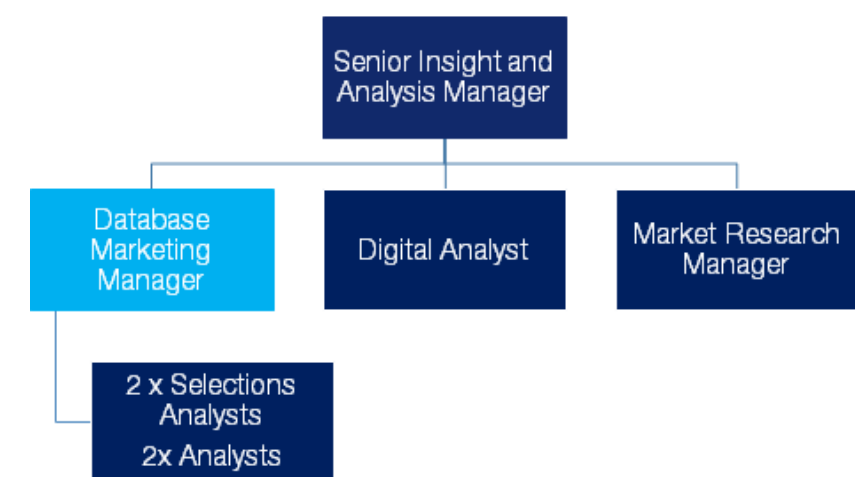


<p>Job Title Database Marketing Manager</p>	<p>Directorate and team This role sits in the Insight and Analysis Team in the Engagement and Fundraising Directorate.</p>
<p>Key focus of the role Becoming a more pro-active, data-driven organisation is critical to achieving our ambitions at Diabetes UK and this role will play a key part of helping us drive this change. This role leads our database marketing, producing actionable customer insight, supporting colleagues to use it to understand, reach and engage with target audiences all in a compliant and customer-centred way.</p>	 <pre> graph TD BS[Business Support] --> CE[Customer Experience] BS --> IA[Insight and Analysis] BS --> FC[Fundraising Compliance] BS --> PI[Product Innovation] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> Own, drive and deliver database marketing to maximise customer engagement and loyalty Lead the Team to deliver objectives and increase the effectiveness of database marketing Practical implementation of the Data Strategy to database marketing Lead on building models and testing new approaches to maximise customer engagement 	<p>Job and reporting Line</p>  <pre> graph TD SIAM[Senior Insight and Analysis Manager] --> DMM[Database Marketing Manager] SIAM --> DA[Digital Analyst] SIAM --> MRM[Market Research Manager] DMM --> SAs[2 x Selections Analysts 2x Analysts] </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Permanent Hours: 35 hours Band: 4 	
<p>Key working relationships internal Business Support Team and all internal teams, particularly the Engagement and Fundraising Directorate, IT, Data Strategy Lead and Team, Operations, PCI and Information Governance Team.</p>	
<p>Key working relationships external Marketing and insight agencies, consultants and system providers</p>	

All jobs at Diabetes UK are based on a 10-factor competency framework called the **What-How Framework**. We've listed the key activities you'll undertake and the skills, knowledge and behaviours you need to be successful in this role. We've summarised these using four key competency areas in each section, however once appointed, you are expected to meet the requirements of all 10 factors. We'll explain this to you during your induction period. All elements listed below are essential requirements unless shown as (desirable).

Key activities – What you need to do

Setting & delivering strategy & objectives	Making change happen	Managing and developing others	Collaborating with others
<ol style="list-style-type: none"> 1. Effectively and efficiently own, lead and manage database marketing enabling Diabetes UK to maximise customer engagement. 2. Drive the production of insight-driven, targeted marketing selections and meaningful, actionable insight. 3. Build and implement models and business rules that drive income, improve customer experience and drive engagement in a compliant way. 4. Keep abreast of changes in data protection and internal policies to ensure database marketing is compliant. 	<ol style="list-style-type: none"> 5. In-line with the Data Strategy, develop database marketing processes to embed the use of insight, shifting to a culture that is driven by insight. 6. Review and continually improve systems and processes that underpin our database marketing. 7. As part of the data strategy projects lead on implementing and integrating new selections and analysis systems. 	<ol style="list-style-type: none"> 8. Lead and manage a team, ensuring that they are strong performing, motivated and able to deliver on their objectives and personal development plans. 9. Inspire a team to proactively feed insight into all marketing activities. 10. Lead a team to deliver an excellent service to internal stakeholders, and continually work to improve the database marketing process. 	<ol style="list-style-type: none"> 11. Collaborate with teams to test new marketing approaches and continually improve customer response rates and value. 12. Inspire teams to engage with data and use insight to shape and improve what we do so we reach target audiences and provide tailored and relevant experiences to build engagement. 13. As part of the Data Strategy, work with colleagues to join up data and build a single customer view.

Skills, knowledge and behaviours – How you need to do it

Setting & delivering strategy & objectives	Communicate with others	Managing and developing others	Collaborating with colleagues
<ol style="list-style-type: none"> 1. Work independently, prioritising the team's work and ensuring quality and meeting deadlines. 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. 	<ol style="list-style-type: none"> 4. Confidently communicate with others ensuring they have clear expectations of what you will deliver, including timeframes. 5. Proactively drive the use of insight and influence others to act based on your recommendation. 6. Experience of communicating and presenting complex insight to a range of audiences with varying knowledge on the subject. 	<ol style="list-style-type: none"> 7. Demonstrate excellent organisational, prioritisation, management and leadership skills. 8. Experience of leading a team to engage internal stakeholders and drive change in how insight is used in marketing. 	<ol style="list-style-type: none"> 9. Build effective working relationships to influence others and meet business requirements. 10. Identify barriers and address problems that may occur in cross charity projects. 11. Take a proactive approach to identifying what needs to be done and take responsibility for making this happen.

Qualifications – Qualifications you need to carry out this role

N/A