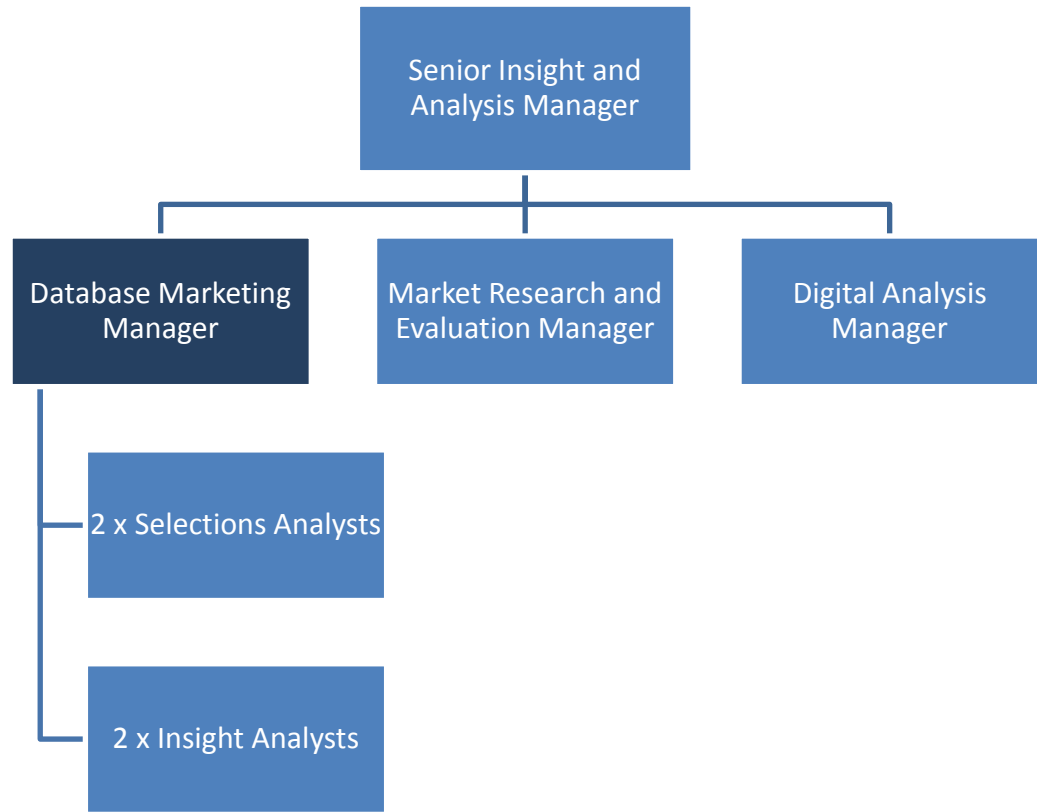


Database Marketing Manager

DIRECTORATE:	Engagement & Fundraising
SECTION:	Business Support
REPORTING TO:	Senior Insight and Analysis Manager
CONTRACT:	Permanent, full-time



WORKING RELATIONSHIPS:

<b>Inside Diabetes UK</b>
All internal teams, particularly Engagement and Fundraising department, Corporate Services, Operations and PCI teams
<b>Outside Diabetes UK</b>
External consultants, specialists, agencies, peers at other charities and relevant suppliers

## OVERALL PURPOSE OF THE JOB

Manage our Database Marketing function, providing high quality data selections and insight/analysis to the teams within Diabetes UK.

Although this role sits within the Engagement and Fundraising directorate, the team additionally delivers database marketing selections for the rest of the organisation.

## MAIN DUTIES AND RESPONSIBILITIES:

- Maximise the use of knowledge about our supporters and their behaviours, by providing high quality insight and analysis on our campaigns.
- Manage the selection of data across the organisation, ensuring that data provided for campaigns meets relevant briefs and that value is added to the selections through appropriate insight.
- Manage the work flow and resources of the Database Marketing team, with a view to meeting agreed SLAs for teams internally.
- Bring together two teams that currently operate within different departments (Insight and Selections teams), delivering efficiencies and a positive impact on our customer experience.
- Lead and manage a team, ensuring that they are supported and able to deliver on their objectives as well as personal development plans.
- Develop and maintain models used for data selection and optimisation of campaigns, including our legitimate interests model and propensity models.
- Provide recommendations for systems, processes and tools that help us understand more about our customers and the ways which we can engage them with relevant information or activities.
- Support engagement activity across the charity by providing valuable, proactive analysis of activities and provide recommendations for future delivery.
- Communicate key learnings and actionable insights within Diabetes UK and more widely as required using a variety of formats to ensure that analytical information is interpreted and understood correctly.
- Keep up to date on market research and analysis trends and products, developing relationships with peers in other charities and sector wide experts.

## PERSON SPECIFICATION:

The best person for this job will be able to:

- Confidently direct and deliver activities that involve a number of stakeholders
- Demonstrate excellent organisational, prioritisation and communication skills
- Challenge as needed, to drive the programme forward and to achieve success
- Manage multiple deadlines and activities
- Consult, share knowledge and be open to changing plans
- Demonstrate strong analytical skills and have a proven track record of delivering analysis, interpreting results and drawing conclusions

The best person for this job will have experience in:

- Working in complex, high volume, data rich environments
- Developing strategies to embed insight and knowledge in a customer focused environment
- Delivering programmes of activities requiring significant change across an organisation
- Leadership and managing individuals through a period of change
- Implementation of insight solutions requiring technical and digital change
- Working with stakeholders to understand and develop business requirements for activities
- Analysis, report production and presentation of complex insight to audiences with varying knowledge on the subject
- Researching market trends in the areas of data analysis, tools and methodologies

The best person for this job will be:

- Passionate, enthusiastic and driven
- A strong communicator, able to build relationships across all levels within the organisation
- A role model to the team and others in the organisation