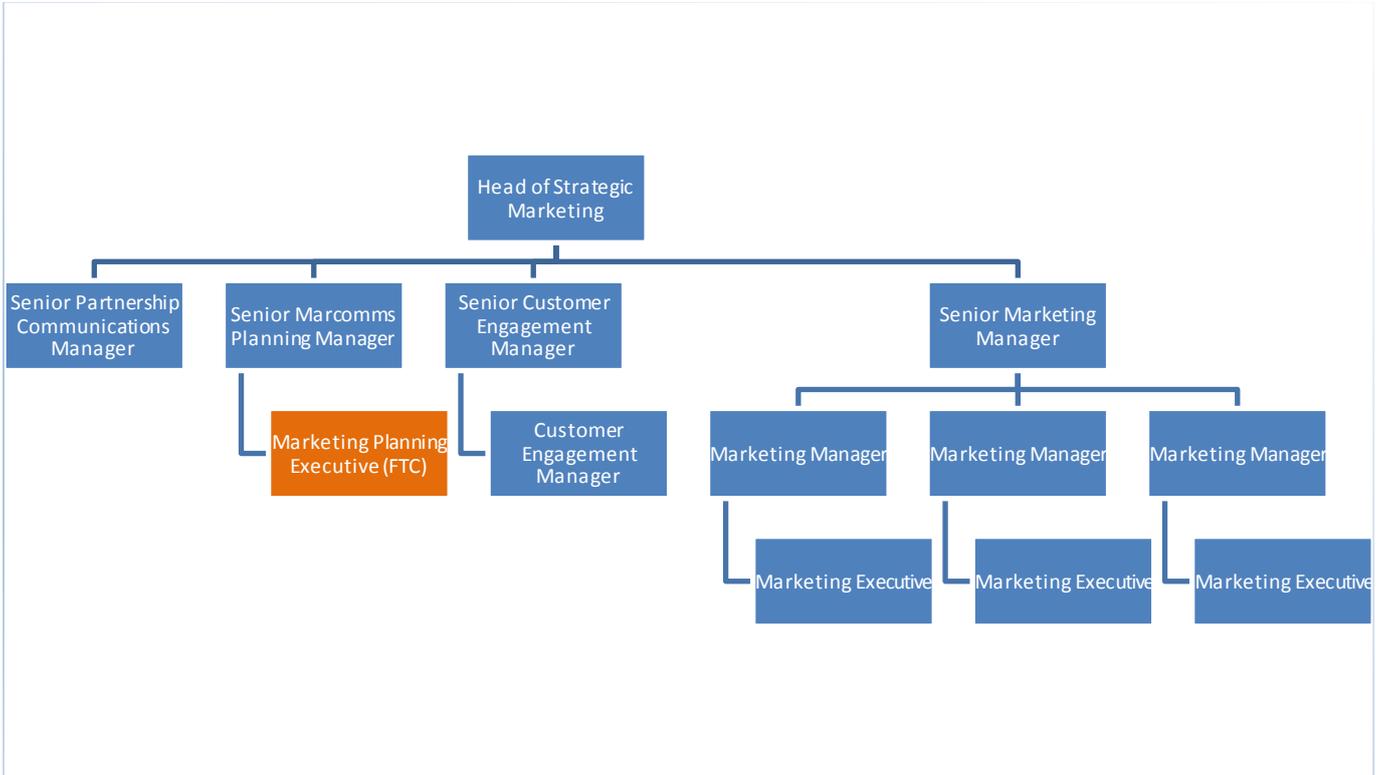


**Marketing Planning Executive (3-month fixed term contract)**

<b>DIRECTORATE:</b>	Engagement and Fundraising
<b>SECTION:</b>	Strategic Marketing
<b>REPORTING TO:</b>	Senior Marcomms Planning Manager
<b>CONTRACT:</b>	35 hours per week, fixed term contract until 31 March 2021



**WORKING RELATIONSHIPS:**

<b>Inside Diabetes UK</b>
All teams and directorates across Diabetes UK, particularly those within the Engagement & Fundraising directorate as well as Central Planning, Volunteering, Campaigns and Supporter Mobilisation, regions and nations, Service Development
<b>Outside Diabetes UK</b>
Agencies, freelancers and suppliers.

## **OVERALL PURPOSE OF THE JOB**

The Strategic Marketing team at Diabetes UK has a critical role to play in helping deliver our ambitious new five-year strategy, which aims to bring us even closer to our vision of a world where diabetes can do no harm. The team is at the heart of the charity's plans to reach and engage millions of people who are living with or affected by diabetes, or at risk of developing type 2 diabetes, and to offer the right support at the right time, in the right way to meet the needs of our audiences and to help build stronger, long term relationships with our community, and drive income.

This is a three-month fixed term position for a talented marketing planning executive to support the Senior Marketing and Communications Planning Manager as we plan our charity-wide 2021 marketing and campaigns calendar. The role will help us coordinate our plans for the year, work with colleagues to help them with marketing briefs, manage our marcomms calendar and help coordinate and deliver internal communications to colleagues. The role will also support other colleagues in Strategic Marketing where needed to help us create and deliver engaging marketing and fundraising campaigns.

## **MAIN DUTIES AND RESPONSIBILITIES:**

- Supporting the Senior Marketing and Communications Planning Manager to help organise incoming team plans and update our communications calendar
- Managing, updating and overseeing our communications planning templates and tools
- Working with colleagues across the charity to support with the planning and briefing process
- Managing the Marcomms planning inbox and handling and resolving enquiries
- Writing and managing internal communications messaging about our marcomms plans, including updating our intranet marcomms hub, and working with marcomms teams to create a weekly colleague email update
- Scheduling and organising cross-team planning meetings
- Supporting the Marketing Campaigns teams to help deliver key marketing campaigns
- Managing purchase orders and budget tracking
- Any other task as requested by the Senior Marcomms Planning Manager or Senior Marketing Manager

## **PERSON SPECIFICATION:**

The best person for this job will be able to:

- Have an understanding of marketing, and experience in planning marketing and communications for different audiences
- Effectively manage projects and work with different tools or spreadsheets to organise information clearly
- Write engaging, relevant content and copy
- Build strong working relationships with colleagues across team and levels
- Work on own initiative, under pressure and to tight deadlines
- Communicate effectively and present confidently
- Proactively identify and overcome challenges and recognise new opportunities to do things differently, or better

## The best person for this job will have experience in:

### Essential:

- Working in a marketing or communications planning or delivery role
- Managing projects or campaigns
- Managing and prioritising multiple projects or tasks
- Building strong relationships with others
- Writing excellent copy, with attention to detail and the ability to present complex information in a simple way
- Working to a busy schedule and tight deadlines.

### Desirable:

- Working with project planning or management tools or software, eg SmartSheets
- Experience in a fundraising/charity environment

## The best person for this job will be:

- Experienced in a marketing, or communications planning and delivery role
- Organised, flexible, disciplined, and able to prioritise work effectively
- Autonomous and proactive
- Enthusiastic and passionate about bringing positive change for people affected by diabetes
- Available to start immediately in the new year and jump straight in