

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



MARKETING MANAGER (FUNDRAISING)

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: Marketing Manager (Fundraising)

Contract type: Permanent

Hours: 35 (full-time)

Band: 5

Key relationships (internal and external):

Internal: Strategic Marketing, Brand & Creative, Content & News, Individual Giving, Community & Event Fundraising, Philanthropy & Partnerships, Insight & Analysis, Data, Finance

External: Agencies, Freelancers and Suppliers.

The role directly reports to the Senior Marketing Manager (Fundraising).

Key focus of the role:

Delivering impactful, multi-channel, audience-led fundraising communications and campaigns, this role will be pivotal in working with our fundraising teams to raise income and drive change for people living with, affected by, and at risk of diabetes.

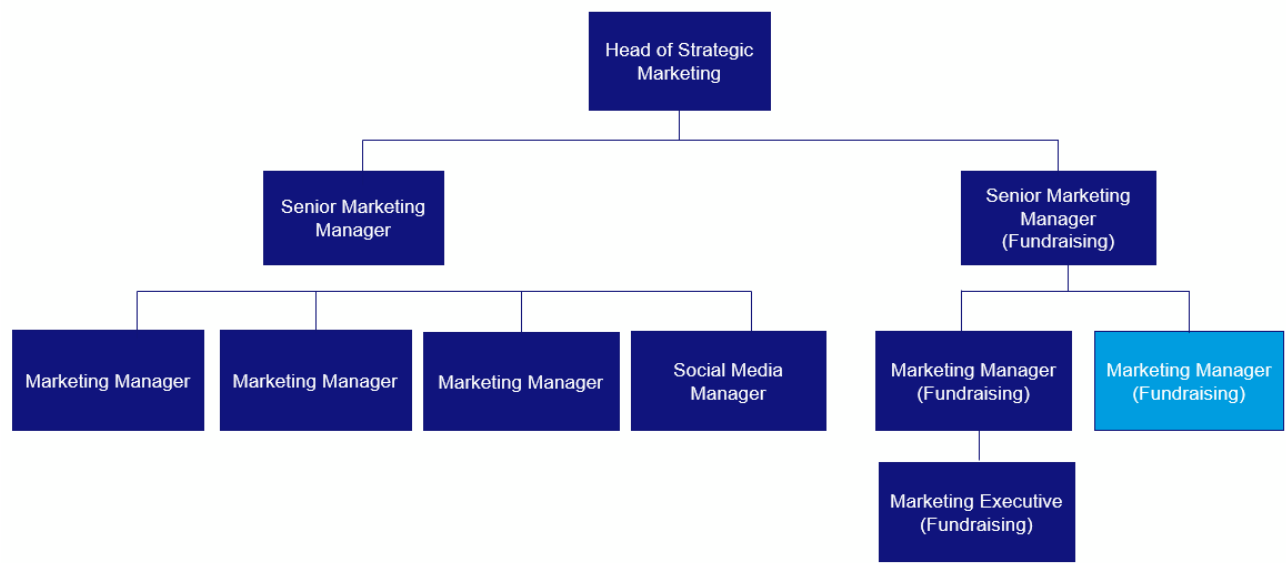
Directorate and team

This role sits in the [Strategic Marketing Team](#) in the [Engagement and Fundraising](#) directorate.

Department



Marketing Campaigns team (within the Strategic Marketing team)



Main responsibilities

In this exciting role, you'll be responsible for delivering creative and impactful marketing campaigns in support of our growing fundraising portfolio, across both established and new fundraising events and key individual giving products (such as Membership and Legacy).

We have an exciting year ahead as we embark on a new strategy to grow our income, which will help us deliver our ambitious plans to support more people living with diabetes, campaign for change, and fund our life-changing research.

The key responsibilities of this role will be to:

- Plan, deliver and evaluate integrated, multi-channel marketing campaigns in support of our fundraising event and individual giving portfolio, ensuring they are audience and insight led, and delivered to a high standard.
- Deliver campaigns across a wide range of online and offline marketing channels/platforms, including paid social, search, email, out of home, TV and radio
- Develop owned and earned channel plans for fundraising products and events
- Lead a Marketing & Communications delivery team, ensuring campaigns are delivered to specific objectives, budgets and timings.
- Complete timely evaluations and share learnings and insight with the wider team and organisation.
- Build strong working relationships with internal and external stakeholders, including fundraising teams, freelancers and media agencies
- Brief freelancers and internal designers to deliver creative assets to use across marketing campaigns
- Keep up to date with new marketing trends and opportunities to ensure we are able to proactively respond to shifting external context.
- Support our Partnerships team in the development of integrated comms plans for key corporate partners who sponsor our fundraising initiatives.
- Work with the Customer Engagement team to develop tailored stewardship and onward journeys for our supporters, to nurture long-term relationships and build loyalty.
- Support the Senior Marketing Manager (Fundraising) in any other areas, as required.

Person specification

You will be able to:

- Plan, deliver and evaluate engaging multi-channel marketing campaigns for fundraising products and events
- Use marketing data and audience insight to make informed decisions when planning campaigns, ensuring that the needs and views of people affected by diabetes are at the heart
- Effectively lead Marketing & Communications delivery teams, ensuring roles and responsibilities are clear and deadlines are adhered to
- Be proactive in suggesting ideas to improve performance, such as creative, channel or audience optimisations
- Write engaging copy for different audiences and channels, including paid social and search
- Communicate effectively and build strong working relationships with a range of internal and external stakeholders
- Produce clear briefs for agencies, designers, and the data selections team to support campaigns
- Manage your time efficiently and effectively prioritise workload, delivering projects and tasks on time, and to a high standard
- Champion best marketing practice across the organisation, providing training and insight to improve charity-wide marketing knowledge and expertise

You will have experience in:

- Delivering creative multichannel, end-to-end marketing campaigns, working across a wide range of channels and techniques, including paid social, search and radio
- Working closely with internal and external key stakeholders (including agencies)
- Using insight and data to produce well-thought out and engaging onward journeys
- A marketing role within the charity sector, ideally in support of fundraising teams (desirable)

You will have skills in:

- Project management, ensuring campaigns are effectively delivered on time and to budget
- Copywriting for a range of marketing channels and communications, including paid search and paid social channels
- Planning and prioritising effectively when managing multiple projects or deadlines at once
- Setting up, managing and evaluating paid marketing campaigns across digital channels, including Google, Facebook/Instagram and TikTok
- Interpreting and using audience insight and campaign data to make informed decisions when planning, optimising and evaluating campaigns, including the use of Google Analytics / GA4 to evaluate campaign performance
- Building and sending emails in email marketing platforms such as DotDigital (desirable)

You will have knowledge of:

- Marketing techniques across a range of channels/platforms, including paid, owned and earned (digital and offline).
- The wider marketing landscape and context, and some of the key challenges and opportunities which might impact our work and campaigns at Diabetes UK.
- Best marketing practice, such as data and fundraising compliance
- The key components in successfully driving engagement with, and acquisition for, fundraising products and events (desirable)

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

- A positive, resourceful strategic thinker, passionate about delivering impactful campaigns to drive change and grow income.
- Flexible, organised, disciplined, and able to prioritise workload effectively.
- Able to work independently, but also enjoys working as part of a team
- Proactive in spotting and seizing opportunities, and showing initiative in finding solutions to challenges
- Excited about the prospect of working for an ambitious diabetes charity
- Eager to support the Senior Marketing Manager in delivering impactful marketing campaigns

Qualifications/professional membership (if applicable):

- None required – however we would be interested to hear if you have any relevant marketing qualifications

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

