

Marketing Executive

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| DIRECTORATE: | Engagement and Fundraising |
| SECTION: | Strategic Marketing  |
| REPORTING TO: | Marketing Manager  |
| CONTRACT: | 35 hours per week, permanent  |

WORKING RELATIONSHIPS:

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| **Inside Diabetes UK** |
| All teams and directorates across Diabetes UK, particularly those within the Engagement and Fundraising directorate as well as Service Development, Volunteering, Campaigns and Supporter Mobilisation and IT |
| **Outside Diabetes UK** |
| Agencies, freelancers and suppliers |

# OVERALL PURPOSE OF THE JOB

The Strategic Marketing team sits at the heart of marketing and communications at Diabetes UK focusing on three key areas; planning and prioritising our marketing messages across the whole organisation, delivering integrated marketing campaigns, and supporter engagement.

The Marketing Executive supports the delivery of multi-channel, integrated marketing campaigns – finding effective ways to reach and engage new and existing audiences. The Marketing Executive will support the development and delivery of Diabetes UK’s marketing strategy and campaigns, both leading on their own campaigns and supporting the Marketing Manager. As part of the Strategic Marketing team, you will work to ensure our marketing reflects our brand vision to give a greater sense of urgency and seriousness to diabetes; we reach and engage with more people who are living with, or at risk from diabetes and seek to build long-term relationships with supporters.

**MAIN DUTIES AND RESPONSIBILITIES:**

* Support the delivery of marketing strategies for organisational priority marketing and engagement campaigns, such as Diabetes Week, World Diabetes Day and DUKPC (the Diabetes UK Professional Conference)
* Plan and implement marketing campaigns across Diabetes UK owned and paid channels, both on and offline
* Write and post social media messages
* Write, build and send email communications
* Support the Marketing Manager in working with the Brand and Creative team and external agencies to brief and manage the creative development process for marketing campaigns
* Work with the Content and News team to identify new case studies that help amplify and communicate campaign messages
* Ensure key customer facing teams (Supporter Care, Media) are briefed on marketing campaigns and feel confident in responding to customer queries
* Produce regular reports to help monitor performance of Diabetes UK’s marketing activities and make recommendations based on findings
* Champion the role of and use of audience insight in planning and delivering effective marketing campaigns
* Support the implementation of digital marketing campaigns for key digital channels, working with and learning from the Digital Marketing Managers and Digital Marketing Executives
* Share successes and learnings across the charity to drive improvements to our marketing
* Keep up to speed on marketing trends within and beyond our sector and sharing learning with others to drive up quality and innovation
* Monitor marketing campaign budgets
* Assist with team administration tasks, such as credit card reconciliation and liaising with finance colleagues
* Keep up to date with relevant legal and regulatory frameworks, including GDPR legislation

**PERSON SPECIFICATION:**

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| **The best person for this job will be able to:** |
| * Demonstrate an interest and understanding in marketing (including digital marketing)
* Champion a customer-centred approach
* Communicate effectively through verbal and written communications
* Build effective working relationships with a range of colleagues
* Work on own initiative, under pressure and to tight deadlines
* Identify and overcome problems using own initiative
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| **The best person for this job will have experience in:** |
| Essential:* Implementing marketing campaigns across key channels and media (including social media and email)
* Monitoring and evaluating marketing activities and making recommendations for improvement
* Project management
* Writing and editing copy
* Working to a busy schedule, working under pressure and to tight deadlines.
* Working on cross-organisation projects to deliver successful outcomes
* Working with relevant legislation and regulations, e.g. Data Protection

Desirable:* Health-related digital marketing
* Voluntary/charity sector
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| **The best person for this job will be:** |
| * Interested in and have an aptitude for marketing, including digital, and have knowledge of key channels, e.g. social media, email, print
* Customer focused with a helpful and responsive manner
* An effective communicator with all levels of the organisation
* Flexible, disciplined, and able to prioritise work effectively.
* Autonomous and proactive
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