
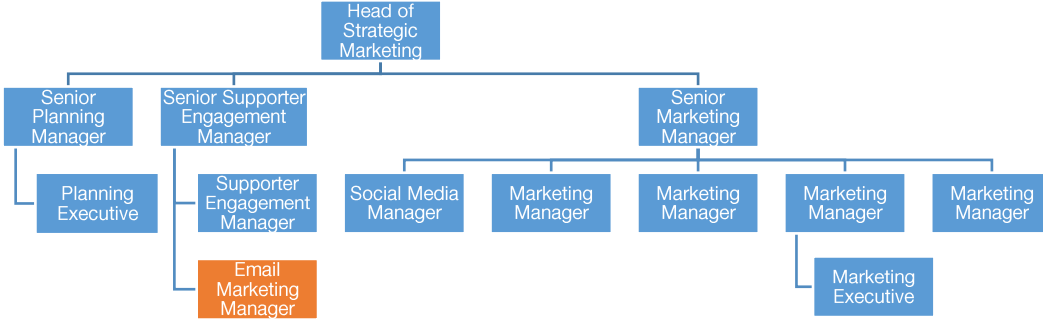


<p><b>Job Title</b> Email Marketing Manager</p>	<p><b>Directorate and team</b> This role sits in the Strategic Marketing team in the Engagement and Fundraising Directorate</p>
<p><b>Key focus of the role</b> Lead the email marketing strategy for Diabetes UK to better reach, engage, support, and build meaningful long-term relationships with our key warm audiences.</p>	<p><b>Department</b></p>
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>Ensure mass email communications with our audiences maximise engagement and retention opportunities</li> <li>Develop our email automation to enable data-driven decision making, to ensure our supporters receive the best possible engagement experience</li> <li>Develop and deliver an audience-centric, engagement-first email strategy, championing a test and learn approach to improve our output</li> <li>Be responsible for the day-to-day management of the email calendar, including building and sending key email comms</li> </ul>	 <pre> graph TD     A[Marketing &amp; Communications] --&gt; B[Content &amp; News]     A --&gt; C[Strategic Marketing]     A --&gt; D[Brand &amp; Creative] </pre>
<p><b>Contractual information</b></p> <ul style="list-style-type: none"> <li>Contract type: Permanent</li> <li>Hours: 35 (full-time)</li> <li>Pay range: Band 5</li> </ul>	<p><b>Job and reporting Line</b></p>
<p><b>Key working relationships internal</b> Marketing &amp; Communications; Data; Insight &amp; Analysis, Information Governance; Fundraising; Clinical; Research; Policy, Campaigns &amp; Mobilisation; Volunteering; Services.</p>	 <pre> graph TD     HSM[Head of Strategic Marketing] --&gt; SPM[Senior Planning Manager]     HSM --&gt; SSEM[Senior Supporter Engagement Manager]     HSM --&gt; SMM[Senior Marketing Manager]          SPM --&gt; PE[Planning Executive]          SSEM --&gt; SEM[Supporter Engagement Manager]     SEM --&gt; EMM[Email Marketing Manager]          SMM --&gt; SM1[Social Media Manager]     SMM --&gt; MM1[Marketing Manager]     SMM --&gt; MM2[Marketing Manager]     SMM --&gt; MM3[Marketing Manager]     SMM --&gt; MM4[Marketing Manager]          MM2 --&gt; ME[Marketing Executive] </pre>

<b>Key working relationships external</b> Email marketing platform (DotDigital)	
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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

Delivering objectives	Making change happen	Improving delivery	Collaborating with others
<ol style="list-style-type: none"> <li>1. Develop and deliver an audience-first email strategy, to deepen engagement with our existing supporters (S)</li> <li>2. Be responsible for the day-to-day management of the email calendar, including managing requests for email comms from internal teams (S)</li> <li>3. Support the wider marcomms teams in delivery of email marketing in support of key priority campaigns, including advising on stewardship journeys</li> </ol>	<ol style="list-style-type: none"> <li>4. Lead on the integration of our email marketing platform, DotDigital, with existing and future systems, such as our CRM, and third party platforms such as JustGiving</li> <li>5. Conduct a strategic review of our existing e-newsletter product and implement a test-and-learn approach to improve engagement (S)</li> <li>6. Keep up to date on new email marketing practices and opportunities</li> </ol>	<ol style="list-style-type: none"> <li>7. Develop our email automation to enable data-driven decision making, to ensure our supporters receive the best possible engagement experience (S)</li> <li>8. Develop a reporting framework to evaluate our email marketing activity and gain actionable insights</li> <li>9. Improve processes and workflows for email campaigns and journeys, championing a test and learn approach</li> </ol>	<ol style="list-style-type: none"> <li>10. Own the relationship with our email marketing platform, DotDigital, and upskill other members of the Strategic Marketing team and wider teams in its use (S)</li> <li>11. Champion email best practice and work closely with internal teams to embed the principles of good email marketing across the organisation (S)</li> <li>12. Work with Strategic Marketing, Content &amp; other relevant teams to ensure an integrated approach to content planning across comms channels</li> </ol>

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

Delivering objectives	Making change happen	Improving delivery	Communicating with others
<ol style="list-style-type: none"> <li>1. Apply your knowledge and experience in email marketing to develop and deliver an effective audience-first strategy for our email comms programme (S)</li> <li>2. Apply your experience of email marketing platforms (ideally DotDigital) to manage the day-to-day scheduling and sending of key email comms (S)</li> <li>3. Use your excellent copywriting skills to create engaging content tailored to our audiences</li> </ol>	<ol style="list-style-type: none"> <li>4. Use your experience of managing email data processes, workflows and automation to build effective email journeys for our supporters (S)</li> <li>5. Champion a test and learn approach and use of insight to shape future activity and content</li> <li>6. Be enthusiastic and passionate about the opportunity to bring about change for people affected by diabetes</li> </ol>	<ol style="list-style-type: none"> <li>7. Effectively balance strategic thinking and a creative approach, with the ability to be both proactive in hands-on delivery and reactive in seizing tactical opportunities</li> <li>8. Be flexible, disciplined and able to use excellent organisational skills to prioritise work effectively under pressure (S)</li> <li>9. Approach challenges in a calm and pragmatic way</li> </ol>	<ol style="list-style-type: none"> <li>10. Use your knowledge and experience in email marketing to upskill and empower other internal teams (S)</li> <li>11. Use your excellent cross-team collaboration skills to build and maintain relationships with key internal teams</li> <li>12. Be an advocate for email best practice, to help embed the principles of good email marketing across Diabetes UK</li> </ol>

## Qualifications – Qualifications you need to carry out this role

N/A