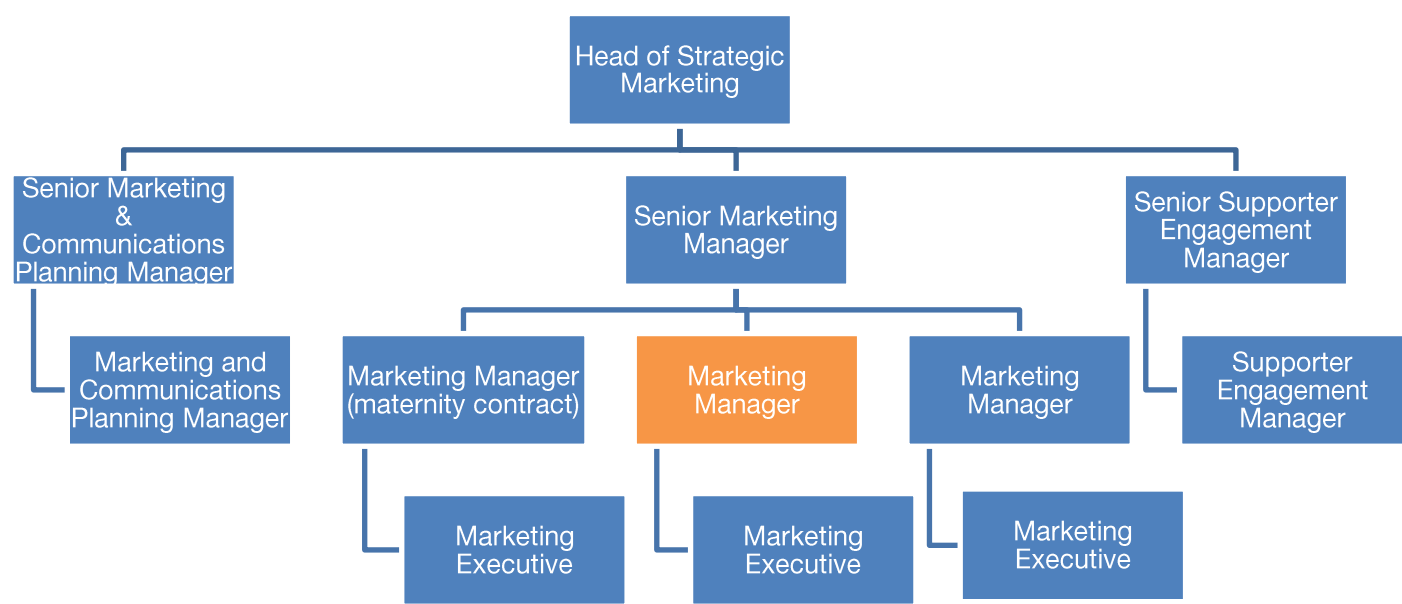


Marketing Manager

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



WORKING RELATIONSHIPS:

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, Data, Digital, Information Governance, Supporter Care, Clinical, and IT
Outside Diabetes UK
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 that aims to bring us even closer to our vision of a world where diabetes can do no harm. As Marketing Manager, you'll take a leading role in driving an insight-driven, integrated and innovative approach to marketing that puts our audiences at the heart. With an emphasis on digital marketing and user journeys, you'll be responsible for working with teams across the charity to design and deliver creative, multi-channel marketing strategies and campaigns that deliver the greatest possible impact for the charity and the people we support.

MAIN DUTIES AND RESPONSIBILITIES:

- Develop and deliver multi-channel, integrated, innovative marketing strategies and campaigns in support of organisational priority products and services, from promoting our advocacy campaigns and fundraising events, to supporting our key partnerships and awareness-raising moments such as Diabetes Week
- Champion the role of audience insight in marketing, working closely with the Supporter Engagement team to encourage and enable other teams across the charity to effectively use audience insight to improve their campaigns
- Analyse marketing effectiveness and ensure audience insight and data analysis play a key role in our marketing, driving a test and learn approach to improve our output
- Develop and deliver new audience-centric, content led strategies for key channels, including creating engaging content for social media
- Work with our Information Governance team to secure approval for new digital and offline marketing techniques, and champion the use of these techniques across the charity
- Champion a digital first approach across the charity, including upskilling other teams to improve charity-wide digital understanding and expertise
- Line manage a Marketing Executive, ensuring he/she is effectively trained, developed and motivated
- Manage and monitor marketing campaign budgets
- Keep up to speed on marketing trends both within and beyond the charity sector, and share learnings across the charity to improve quality and innovation
- Any other task as requested by the Head of Strategic Marketing or the Senior Marketing Manager

PERSON SPECIFICATION:

The best person for this job will be able to:

- Develop and deliver successful marketing strategies and campaigns, across a range of online and offline marketing channels
- Effectively manage projects on time and to budget
- Champion an audience-centred and insight driven approach
- Plan and create engaging, relevant content for our audiences, particularly across digital channels
- Build strong working relationships with internal and external stakeholders
- Manage and lead effective agency and partner relationships
- Communicate effectively and present confidently
- Deliver marketing that complies with best practice guidance and regulations
- Work on own initiative, under pressure and to tight deadlines
- Be flexible and able to proactively identify and overcome problems

The best person for this job will have experience in:

Essential:

- Delivering multi-channel marketing campaigns across both paid and owned channels, including social media, search, email, display and offline channels
- Project management, with a proven ability to plan, manage and deliver complex projects on time and to budget
- Developing and delivering content strategies
- Copywriting for digital channels, especially social media
- Using marketing analytics and insight to shape future activity and content
- Working effectively with diverse stakeholders, with excellent collaborative and interpersonal skills
- Managing agency and supplier relationships
- Managing a line report and delivering impactful results through others
- Working with relevant legislation and regulations, e.g. data protection, particularly in relation to marketing techniques

Desirable:

- Health-related marketing
- Experience in a fundraising environment
- Social media and community management
- Photoshop (or other design package)

The best person for this job will be:

- An experienced marketing professional, possessing a strong knowledge of digital strategies and channels
- Adept at planning, project management and stakeholder management
- A strong copywriter for digital channels
- A strong people manager
- Flexible, disciplined and able to prioritise work effectively
- Autonomous and proactive
- An effective communicator, across all levels of the organisation
- Enthusiastic and passionate about the opportunity to bring about change for people affected by diabetes