

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



**SENIOR MARKETING & COMMUNICATIONS
MANAGER (PARTNERSHIPS)**

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: Senior Marketing and Communications Manager (Partnerships)

Contract type: 12 Month Fixed-Term Maternity Cover

Hours: 28 hours per week (part-time)

Band: 4

Key relationships (internal and external):

Internal: Strategic Marketing, Brand & Creative, Content & News, Marketing & Communications Senior Managers, Philanthropy & Partnerships, Community & Event Fundraising, wider comms colleagues across our National & Regional teams, Insight & Analysis, Research Comms, Healthcare Professional Engagement, Policy, Campaigns & Mobilisation, Services, Strategy & Planning.

External: Partners, Funders, Trusts

Key focus of the role:

Lead the development and delivery of impactful marketing and communications strategies to support new and existing partnerships and projects.

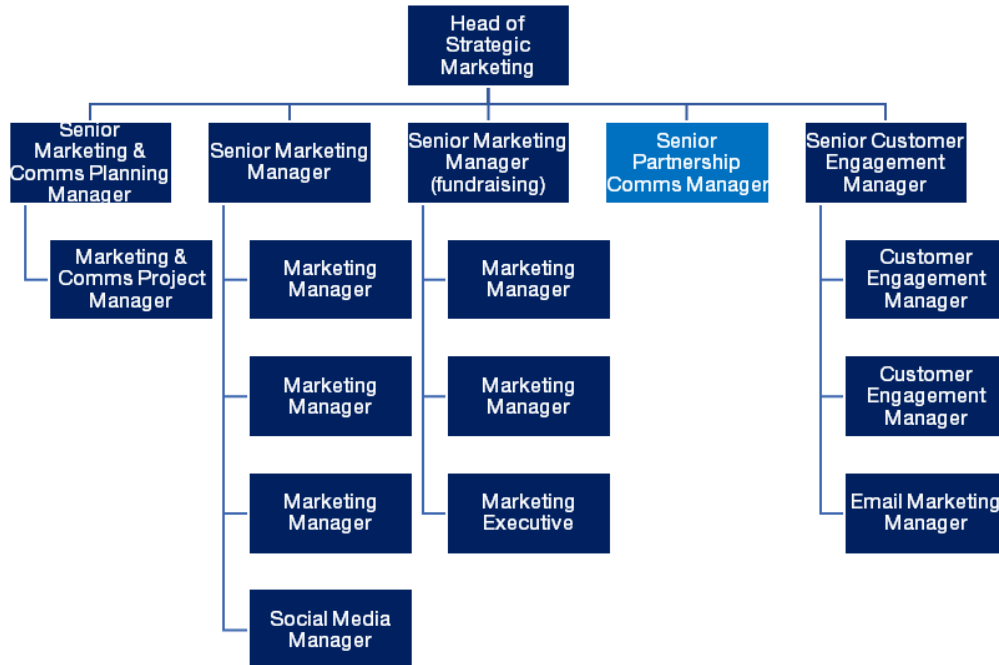
Directorate and team

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

Department



Team



Main responsibilities

Work with a wide range of existing and new partners to devise and deliver impactful, innovative, creative communications, with the needs and voices of people living with and affected by diabetes at their heart.

Build strong working relationships with internal and external stakeholders to create opportunities for greater integration and collaboration.

Work with the Head of Strategic Marketing and other Senior Managers to develop partnership opportunities and projects that enable and enhance broader strategic objectives in line with organisational priorities.

Person specification

All jobs at Diabetes UK are based on our competency framework called the What-How Framework. In the following sections we've listed:

- The key activities you'll undertake (the What) and
- The skills, knowledge, experience and behaviours you need to be successful in this role (the How)

You will be able to:

- Lead the development and delivery of external communications strategies and plans for key corporate and financial partnerships
- Represent Diabetes UK as the communications expert in external meetings with partners and their agencies, to develop ideas, activity and monitor progress
- Develop and maintain a strong understanding of the ambitions and goals of each of our key partnerships, helping to achieve and develop these
- Support new business activity with the development, delivery of pitches and shaping of new partnerships, as well as other major funding opportunities, providing engaging communications strategy ideas in order to place us in the best position to secure new partnerships.
- Identify opportunities to drive fundraising through partnerships
- Create compelling partnership narratives and write engaging copy to promote partnerships and support communications activity across audiences and channels
- Work collaboratively with colleagues across the Marketing & Communications department to plan and deliver strong tactical communications activity across earned, owned and paid media channels, including setting communications KPIs, and evaluating activity and campaigns to improve future performance
- Act as the internal communications consultant to our Philanthropy & Partnerships team and key steering groups, attend meetings to share expertise as required, and where appropriate, lead on conversations around comms activity directly with partners

- Develop and maintain a strong understanding of Diabetes UK's strategic ambitions and goals, and represent the Marketing & Communications department in discussions around how best to achieve these through partnership communications activity
- Ensure all partnership communication activities are consistent with Diabetes UK's brand strategy and guideline, supporting our brand development ambitions, working with our partners to raise awareness of our charity, and identifying opportunities for brand amplification.
- Work with the Partnerships team to develop a forward view of key moments and opportunities for reach and engagement through key partnerships, ensuring planned activity is integrated with wider department activities.
- Work closely with the Head of Strategic Marketing and Marcomms Senior Managers to manage the prioritisation, scheduling, department resourcing and approvals for upcoming partnership comms moments and campaigns
- Take an active role as a senior manager, and proactively seek ways to improve processes and ways of working to achieve programme delivery goals and drive greater impact

You will have experience in:

- Developing and delivering effective, audience led, multi-channel comms campaigns and strategies to meet multiple organisational needs (including campaigning, support, engagement and brand awareness goals)
- Working with partners, external funders and internal stakeholders to devise and deliver impactful communications plans.
- Effectively influencing stakeholders at all levels to make change happen.
- Improving processes and ways of working to keep things simple.
- Overseeing complex communications programmes and working within restricted funding parameters. (Desirable)

You will have skills in:

- Strategic thinking, able to proactively identify and progress marketing and communications opportunities that deliver greater impact through partnerships
- Project management, able to lead a team to ensure activity is delivered on time and to budget.
- Collaboration, able to build and maintain positive working relationships with a wide range of internal and external stakeholders.
- Communication, able to clearly and impactfully engage with new and existing partners with strong presentation skills and translate complex information into clear, simple and accessible messages for internal and external audiences.
- Conflict/ crises content management, able to manage competing stakeholder needs and challenges professionally, and effectively manage workloads, re-prioritising and delegating tasks in response to internal or external changes

You will have knowledge of:

- Charity partnerships and ways of working, with an understanding of income generation through partnerships and funding models and the financial and non-financial value that partnerships can achieve.
- The wider marketing landscape and context, and the key challenges and opportunities which might impact our work at Diabetes UK.
- Best marketing practice, including accessibility, relevant regulatory and legal frameworks and data compliance.
- Strategic communications within complex frameworks and long-term funded programmes. (Desirable)

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

- A confident, resourceful strategic thinker, passionate about driving change through impactful communications.
- Flexible, disciplined and able to prioritise work effectively under pressure.
- Proactive and decisive, able to approach challenges in a calm and pragmatic way and make decisions confidently.
- Able to balance strategic thinking and a creative approach, and be both proactive in hands-on delivery and reactive in seizing tactical opportunities.
- Able to represent Diabetes UK and the wider marketing and communications department with gravitas and expertise.
- A champion for the needs of people living with, affected by and at risk of diabetes, ensuring these needs are at the heart of our decision making.

Qualifications/professional membership (if applicable):

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

