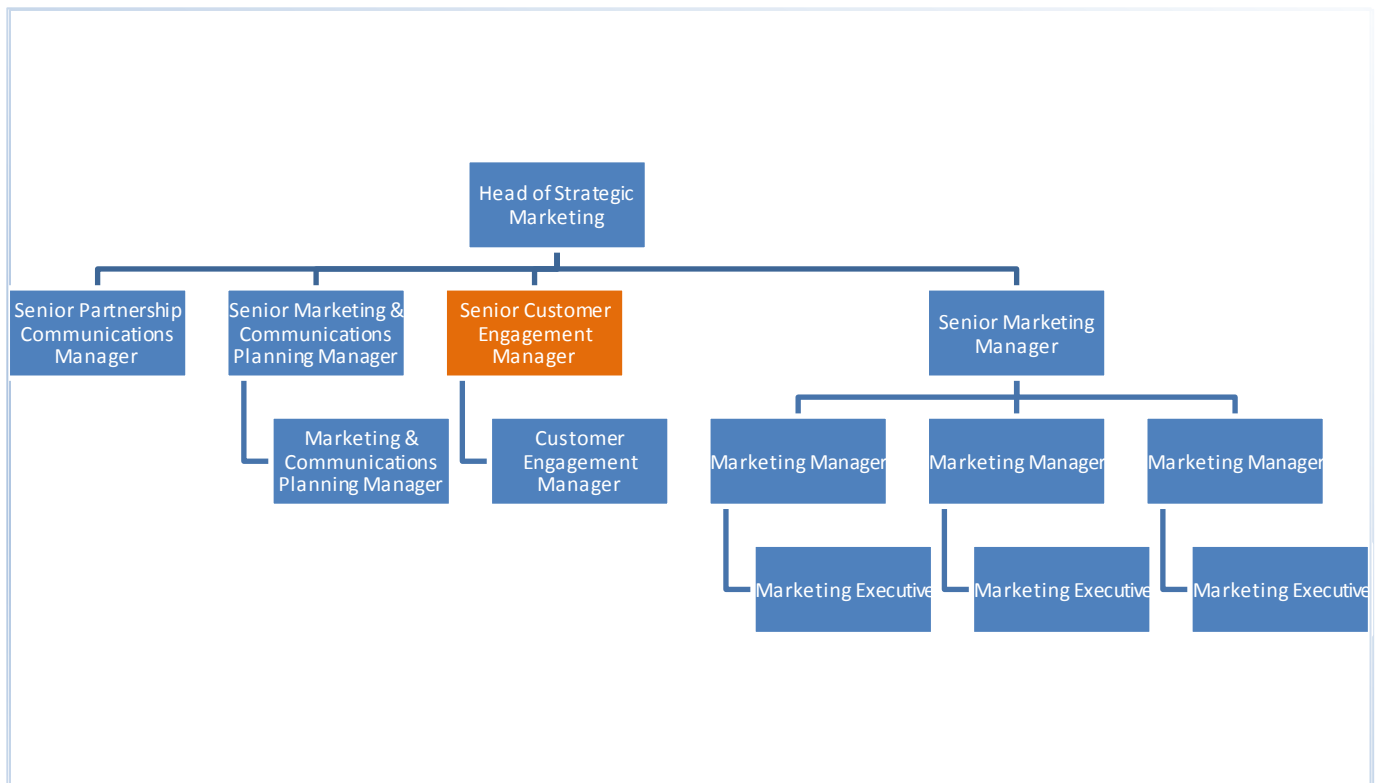


## Senior Customer Engagement Manager

DIRECTORATE:	Engagement & Fundraising
TEAM:	Strategic Marketing
REPORTING TO:	Head of Strategic Marketing
CONTRACT:	Permanent

## WORKING RELATIONSHIPS:



### Inside Diabetes UK

All teams across Diabetes UK, particularly Strategic Marketing, Content, Business Support, Data, IT, Digital, Legal, Individual Giving, Fundraising Events, Policy Campaigns & Mobilisation, Volunteering, Strategic outcome leads

### Outside Diabetes UK

Agencies, suppliers, supporters, governing or advisory bodies

## OVERALL PURPOSE OF THE JOB

Lead the change needed to develop and rollout an integrated cross-charity approach to audience engagement that puts our customers (supporters and beneficiaries) firmly at its heart. Work with teams across the charity to drive a strategic approach to engagement that considers the needs of our audiences from first contact, through to loyalty and advocacy. Help us inspire, inform and motivate more people than ever by planning tailored engagement journeys that offer the right support, content and products, at the right time and that build long term relationships based on increased relevancy and resonance. Harness the power of these relationships to deliver the income needed to support even more people living with, at risk of, or affected by diabetes. Support colleagues across the charity by building the skills, frameworks and environment needed for success. Work closely with our Data and Insight teams to ensure our data and systems meet the needs of our audience-led approach.

## MAIN DUTIES AND RESPONSIBILITIES:

- Develop a strategic and co-ordinated cross-charity approach to customer engagement that starts with our audiences
- Provide stand out leadership and a clear vision for our engagement approach that inspires, engages and motivates others, including a direct line report
- Work with teams across the charity to plan, develop and implement customer journeys that support our overarching engagement aims and that are optimised for fundraising and income generation, including product-neutral onboarding journeys
- Manage our priority audience segmentation model and deepen our understanding, and effective use of, audience insight
- Drive the culture change needed for a successful audience-led engagement approach and identify development opportunities, process improvements or new ways of working that support effective cross organisational collaboration and drive greater collective impact
- Offer expertise, support and advice on targeting, segmentation, channel selection and messaging to help deliver successful engagement campaigns across teams
- Work closely with colleagues in Digital, Data, IT and Insight teams to ensure we have the systems and infrastructure in place to support the development of long-term relationships with supporters
- Implement systems to measure, monitor and improve engagement, and share key learnings
- Keep up to speed with customer engagement trends within and beyond our sector and share learning with others to drive quality and innovation
- Keep abreast of relevant legal and regulatory frameworks, including; General Data Protection legislation, Privacy and Electronic Communications Regulations and the Code of Fundraising Practice
- Any other task as requested by the Head of Strategic Marketing

## PERSON SPECIFICATION:

### The best person for this job will have the following skills:

- Develop test and learn customer engagement strategies and journeys
- Demonstrate expertise in customer/supporter segmentation models and champion a customer-centred approach
- Lead complex marketing programmes that deliver measurable impact
- Work confidently with data and derive clear insights based on asking the right questions
- Build strong and collaborative working relationships, with the ability to influence at all levels.

### **The best person for this job will have the following experience and qualifications:**

- Fundraising or marketing in a charity setting
- Developing and delivering audience-led customer engagement strategies and journeys that deliver mutual value, specifically income
- Delivering product-led and product neutral onboarding journeys across channels
- Implementing new ways of working and managing change
- Testing new approaches to building long-term relationships, evaluating results and making recommendations for future development
- Using digital channels (social, email, SMS) and functionality (taxonomy, sign-in) to drive engagement and to build long-term relationships
- Leading by influence to deliver cross-organisational impact
- Managing and developing others
- Project management, performance monitoring and evaluation
- Managing and working with agencies and suppliers
- Working with relevant legislation and regulations, e.g. GDPR and PECR

### **The best person for this job will be:**

- Enthusiastic, collaborative and able to inspire others
- An excellent and engaging communicator who can simplify technical information for all audiences
- Experienced in digital marketing and fundraising techniques
- A brilliant strategic problem solver who can find solutions to complex challenges
- Results oriented - extremely confident with data and learning through insight
- Highly organised and able to manage complex projects that span teams
- A supportive and inspiring people manager
- Flexible, pragmatic and can-do