
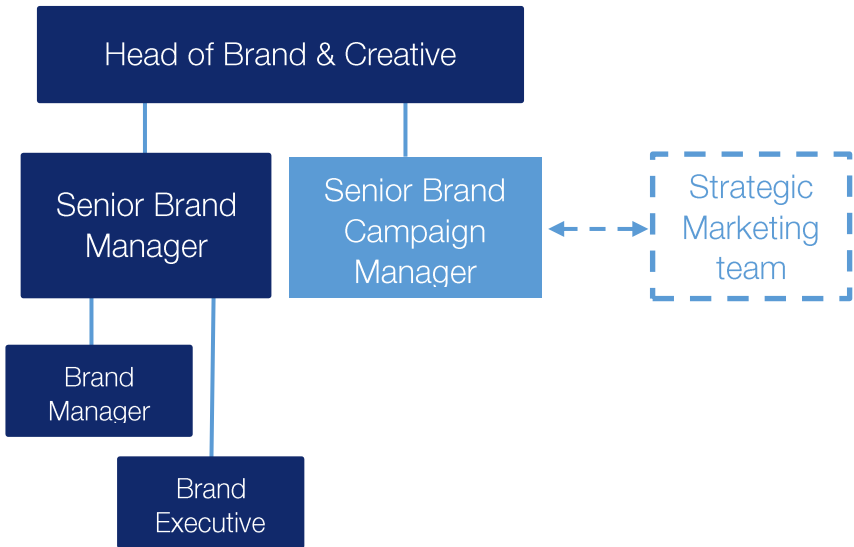


<p>Job title Senior Brand Campaign Manager (6 Months Fixed Term)</p>	<p>Directorate and team This role sits in the Brand & Creative team in the Engagement & Fundraising directorate.</p>
<p>Key focus of the role This pivotal role will plan, develop and deliver an integrated, multi-channel brand marketing campaign which engages our colleagues and inspires millions across the UK affected by Diabetes to care about our cause.</p> <p>This involves collaborating with a broad variety of stakeholders to create a stand-out brand story across paid, earned and owned channels, driving significant growth in emotional engagement with Diabetes UK.</p>	 <pre> graph TD MC[Marketing & Communications] --> SM[Strategic Marketing] MC --> BC[Brand & Creative] MC --> CN[Content & News] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> • Deliver an integrated, multi-channel brand marketing campaign from concept to evaluation • Manage creative development and production, delivering communications that inspire hope and build engagement • Collaborate with colleagues to maximise the value of engagement through excellent supporter journeys • Inspire confidence and engagement with a variety of stakeholders through excellent planning and communication 	
<p>Contractual information</p> <ul style="list-style-type: none"> • Contract type: Fixed Term (six-months) • Hours: Full time (35 hours) • Pay range: Band 4 	
<p>Key working relationships (internal) This role will engage with most teams in the charity but will need to collaborate closely with colleagues in Brand and Creative, Content and News and Strategic Marketing, often delivering through others.</p>	
<p>Key working relationships (external) Creative and media agencies.</p>	 <pre> graph TD HBC[Head of Brand & Creative] --> SBM[Senior Brand Manager] HBC --> SBCM[Senior Brand Campaign Manager] SBM --> BM[Brand Manager] SBM --> BE[Brand Executive] SBCM <--> Strategic Marketing team SMTEAM[Strategic Marketing team] </pre>

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 strategy & objectives	Communicating with others	Making change happen	Collaborating with others
<ol style="list-style-type: none"> 1. Plan and manage an integrated, multi-channel brand marketing campaign, which delivers against strategic objectives, on time and on budget. 2. Develop compelling campaign creative which drives emotional engagement with our cause. 3. Work in partnership with marketing colleagues to ensure the media plan maximises investment, delivering innovative routes to reach across all paid, owned and earned channels. 4. Develop a campaign evaluation framework which measures success and learning against clear KPI's. Ensure all decisions are driven by insight at each stage of development and delivery. 	<ol style="list-style-type: none"> 5. Report regularly on progress and results to a variety of stakeholders, including senior leadership. 6. Develop an internal engagement plan that inspires colleagues and collaborators to extend the reach and added value of the campaign. 7. Work closely with the Head of Brand & Creative to ensure all risks are mitigated and opportunities assessed/ prioritised, communicating regularly & efficiently on progress against objectives. 	<ol style="list-style-type: none"> 8. Work with colleagues to ensure clear supporter journeys for key audiences are in place, to increase volume of enduring excellent relationships and supporter value as a key objective of the campaign. 9. Ensure that the campaign can adapt (where necessary) to the changing external context, optimising and de-risking spend wherever possible. 10. Evaluate the success of the campaign against KPIs which enable (and providing, where possible) clear recommendations for future brand investment as well as specific campaign learnings. 11. Work closely with marketing planning colleagues to establish the campaign amongst other key moments in the 2021 comms calendar, ensuring it acts as a platform to elevate our share of voice across the year. 	<ol style="list-style-type: none"> 12. Deliver thorough integration across Diabetes UK, and prioritises involvement where it will most add value/deliver outcomes 13. Onboard and manage the creative, production and media agencies day to day, ensuring that Diabetes UK achieves added value through excellent integrated relationships. 14. Establish clear roles and responsibilities and ways of working in order to deliver effectively through others (including agencies). 15. Demonstrate effective and influential stakeholder management by ensuring campaign is aligned optimally with new systems, existing campaigns/communications and all key dependencies eg Better Data Programme.

Skills, knowledge and behaviours - How you need to do it

Managing and developing self	Delivering strategy & objectives	Communicating with others	Collaborating with others
<ol style="list-style-type: none"> 1. Take a proactive approach to immersing yourself in our brand and our mission, so that you can confidently develop a powerful creative campaign which brings our purpose to life. 2. Apply your growth mindset to deliver an ambitious campaign, meeting challenges with a calm, proactive and positive attitude. 3. Demonstrate significant strategic marketing and brand experience in the development and delivery of a stand-out creative campaign. 	<ol style="list-style-type: none"> 4. Lead the campaign workstream confidently and autonomously, demonstrating your ability to inspire others with a clear vision of success. 5. Demonstrate your experience in creative development, and strong attention to detail by delivering a high-impact, distinctive and memorable campaign. 6. Manage competing demands and prioritise ruthlessly to ensure the campaign delivers greatest impact, with resources deployed effectively. 7. Apply rigour and expertise to analyse data and insight, to test, optimise and evaluate the campaign with an appetite to continually improve results. 	<ol style="list-style-type: none"> 8. Translate complex data and strategic outcomes into meaningful and straightforward objectives that are well understood by a variety of audiences to gain buy-in. 9. Demonstrate an ability to win hearts and minds with an authentic and persuasive communication style. 10. Build trust and effective working relationships with key colleagues quickly, flexing your communication approach as required. 11. Support and challenge colleagues to ensure we're always led by insight, delivering a campaign that is greater than the sum of its parts. 	<ol style="list-style-type: none"> 12. Demonstrate a strong personal commitment to impact through collaboration, evident in your planning and project management approach. 13. Use your experience of delivering multi-channel brand marketing communications to influence and empower peers to deliver a stand-out campaign.

Qualifications you need to carry out this role

- CIM Marketing certificate is desirable but not essential.