
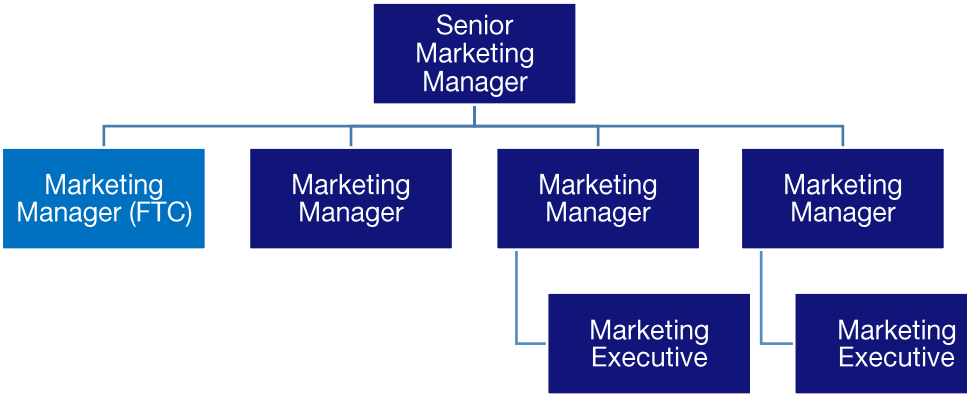


Job Title Marketing Manager	Directorate and team This role sits in the Strategic Marketing team in the Engagement and Fundraising Directorate
Key focus of the role Work with teams from across Diabetes UK to design and deliver innovative, multi-channel marketing strategies and campaigns to support our engagement, fundraising, influencing and brand awareness goals.	Department
Key deliverables <ul style="list-style-type: none"> Develop and deliver successful marketing strategies and campaigns across a range of online and offline marketing channels Analyse marketing effectiveness and ensure audience insight and data analysis play a key role in our marketing Effectively build and maintain strong working relationships with internal teams and external marketing agencies 	 <pre> graph TD A[Marketing & Communications] --> B[Content & News] A --> C[Strategic Marketing] A --> D[Brand & Creative] </pre>
Contractual information <ul style="list-style-type: none"> Contract type: 6 Month Fixed-Term Contract Hours: Full-time (35 hours) Pay range: Band 5 	Job and reporting Line
Key working relationships internal Marketing & Communications; Fundraising; Clinical; Research; Policy, Campaigns & Mobilisation; Volunteering; Services.	
Key working relationships external Marketing agencies	 <pre> graph TD A[Senior Marketing Manager] --> B[Marketing Manager (FTC)] A --> C[Marketing Manager] A --> D[Marketing Manager] A --> E[Marketing Manager] D --> F[Marketing Executive] D --> G[Marketing Executive] </pre>

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)**.

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Key activities – What you need to do

Delivering objectives	Collaborating with others	Improving delivery	Making change happen
<p>1. Plan, deliver and evaluate multi-channel, integrated, strategic marketing campaigns in support of organisational priority products and services, including our annual conference for healthcare professionals (S)</p> <p>2. Deliver campaigns across a range of online and offline marketing channels including social media, search, email, display, out-of-home and radio (S)</p> <p>3. Manage and monitor marketing campaign budgets</p>	<p>4. Work closely with internal teams across the charity to develop & deliver effective marketing campaigns in support of their key products and services (S)</p> <p>5. Effectively build and maintain relationships with external marketing agencies and suppliers</p>	<p>6. Analyse marketing effectiveness and ensure audience insight and data analysis play a key role in our marketing, driving a test and learn approach (S)</p> <p>7. Map out end-to-end user journeys for marketing campaigns to ensure we are delivering integrated, holistic supporter experiences</p>	<p>8. Keep up to date on new marketing trends and opportunities, and share learnings with the wider team to improve marketing quality and innovation</p>

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

Delivering objectives	Communicating with others	Improving delivery	Making change happen
<ol style="list-style-type: none"> 1. Apply your knowledge and experience of working on multi-channel marketing campaigns to develop and deliver effective & innovative marketing strategies for key products and services (S) 2. Use your excellent copywriting skills to create engaging marketing messaging tailored to our audiences and channels 3. Use your excellent project management skills to ensure campaigns are delivered on time and to budget (S) 	<ol style="list-style-type: none"> 4. Use your excellent collaboration and interpersonal skills to build and maintain relationships with key internal and external stakeholders (S) 5. Use your experience of marketing in a B2B environment, specifically healthcare marketing, to help us reach and engage a healthcare professional audience (desirable) 	<ol style="list-style-type: none"> 6. Champion an audience-first test and learn approach and use of insight to shape future activity (S) 7. Be flexible, disciplined and able to use excellent organisational skills to prioritise work effectively under pressure (S) 8. 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 9. Approach challenges in a calm and pragmatic way 	<ol style="list-style-type: none"> 10. Be enthusiastic and passionate about the opportunity to bring about change for people affected by diabetes

Qualifications – Qualifications you need to carry out this role

N/A