
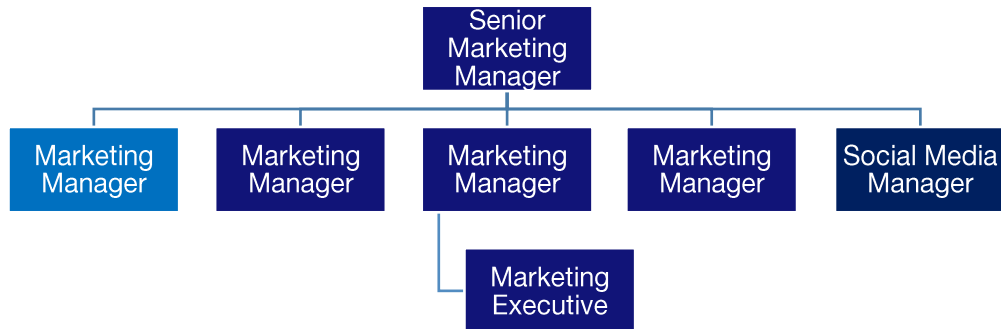


Job Title Marketing Manager	Directorate and team This role sits in the Strategic Marketing team in the Engagement and Fundraising Directorate
Key focus of the role Work with teams from across Diabetes UK to design and deliver innovative, multi-channel marketing strategies and campaigns to support our engagement, fundraising, influencing and brand awareness goals.	Department  <pre> graph TD A[Marketing & Communications] --> B[Content & News] A --> C[Strategic Marketing] A --> D[Brand & Creative] </pre>
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 teams across the charity, and marketing agencies 	
Contractual information <ul style="list-style-type: none"> Contract type: FTC Hours: Full-time Pay range: Band 5 	Job and reporting Line  <pre> graph TD A[Senior Marketing Manager] --> B[Marketing Manager] A --> C[Marketing Manager] A --> D[Marketing Manager] A --> E[Marketing Manager] A --> F[Social Media Manager] D --> G[Marketing Executive] </pre>
Key working relationships internal Marketing & Communications; Services; Fundraising; Clinical; Research; Policy, Campaigns & Mobilisation; Volunteering	
Key working relationships external Marketing agencies & suppliers	

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**).

Key activities – What you need to do

Delivering objectives	Collaborating with others	Improving delivery	Making change happen
<ol style="list-style-type: none"> 1. Plan, deliver and evaluate multi-channel, integrated, strategic marketing campaigns in support of organisational priority products and services (S) 2. Deliver campaigns across a range of online and offline marketing channels including social media, search, email, display, out-of-home and radio (S) 3. Manage and monitor marketing campaign budgets 	<ol style="list-style-type: none"> 4. Work closely with internal teams across the charity to develop & deliver effective marketing campaigns in support of their key products and services (S) 5. Effectively build and maintain relationships with external marketing agencies and suppliers 6. Champion the role of, and effective use of, audience insight across the charity, working closely with the Supporter Engagement team 	<ol style="list-style-type: none"> 7. Analyse marketing effectiveness and ensure audience insight and data analysis play a key role in our marketing, driving a test and learn approach (S) 8. Map out end-to-end user journeys for marketing campaigns to ensure we are delivering integrated, holistic supporter experiences 9. Champion the use of legally compliant digital and offline marketing, in line with information governance best practice and Diabetes UK's data management policy, procedures and systems 	<ol style="list-style-type: none"> 10. Keep up to date on new marketing trends and opportunities, and share learnings with the wider team to improve marketing quality and innovation 11. Champion marketing best practice across the charity, and work with other teams to improve charity-wide understanding and expertise

Skills, knowledge, experience 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 project management skills to ensure campaigns are delivered on time and to budget (S) 	<ol style="list-style-type: none"> 3. Use your excellent communication, collaboration and interpersonal skills to build and maintain relationships with key internal and external stakeholders (S) 4. Use your excellent copywriting skills to create engaging marketing messaging tailored to our audiences and channels 	<ol style="list-style-type: none"> 5. Be flexible, disciplined and able to use your excellent organisational skills to prioritise work effectively under pressure (S) 6. Approach challenges in a calm and pragmatic way 7. Demonstrate understanding of GDPR and data consent issues in a marketing context, including special category data content 	<ol style="list-style-type: none"> 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. 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			
A recognised marketing or communications qualification (e.g. CIM qualification, Digital Marketer level 3 apprenticeship, Digital Community apprenticeship, IDM Certificate) is desirable but not essential			