AUDIENCE ENGAGEMENT MANAGER



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WHO WE ARE

We are Diabetes UK and it's our mission to tackle diabetes, day in and day out, until it can do no harm. One in five adults in the UK are living with diabetes or prediabetes, and we're determined to change that. Join us and together we can change the future of diabetes.

For the last 90 years, we'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.

We're committed to preventing diabetes where possible, improving daily life for those living with it, and ultimately finding a cure. We're also focused on tackling stigma and reducing inequalities faced by people at risk or living with diabetes.

We've got some really ambitious goals over the next few years and we're looking for people who share our ambition to help us stop the harm diabetes causes.

We can't do any of this without you.

Our 2026 -2030 strategy commits us to 3 ambitious outcomes: Prevention and Cure, Everyone included and Living Well with Diabetes. To read more about our strategy please click here DUK-Strategy-2026-2030-compressed.pdf

At Diabetes UK, we live and breathe our values:

We put people first – We recognise that people are individuals with different preferences, circumstances and needs. We collaborate with others, listen carefully and keep commitments.

We make change happen – We are ambitious to drive change with and for people living with diabetes. We challenge constructively if needed.

We're driven to know more – We find ways to share knowledge and insights with colleagues and take advantage of learning opportunities across the charity.

We keep things simple – Diabetes is complicated enough.

If these values resonate with you, we'd love to hear from you.



Colette Marshall
Chief Executive

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JOB DESCRIPTION

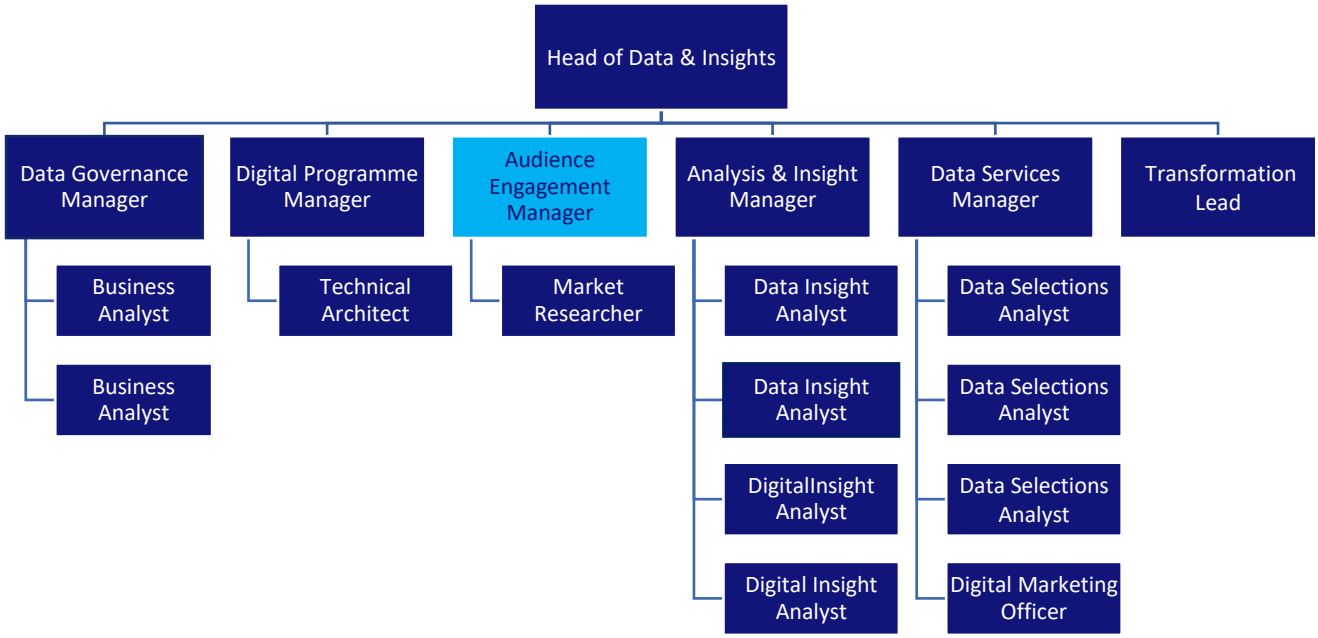
Role title:	Audience Engagement Manager
Contract type:	Fixed Term Contract – Maternity cover (9 months, with potential for 3 months extension)
Hours:	35 hours, Full time (4 day week part-time possible)
Location:	London with Hybrid working. Minimum of 1 day per week in the office.
Salary:	£48,626 - £54,029 – Band 4
Role reports to:	Head of Data & Insights

Key relationships (internal and external):

Internal: Fundraising, Marketing, Media, Services Communities & Improvement, Policy, IT, Information Governance and Compliance

External: Any supplier agencies

Key focus of the role: To provide the organisation with best in class understanding of our customers expectation of, and satisfaction with, the products services provided by the charity and the user experience with Diabetes UK. To be the custodian and curator of a new audience segmentation and create a culture of customer centricity and developing engaging, relevant and value creating customer journeys for our supporters, donors and beneficiaries.



Key tasks and responsibilities

- Set and drive strategic audience journeys, using insight and audience knowledge to drive long term engagement, impact and, where appropriate, income generation
- Support teams to develop their engagement and marketing activities so that these are based on unrivalled understanding of our audiences and their needs
- Lead the strategic planning of cross-channel audience journeys, ensuring communications are personalised, insight-led and aligned to audience needs.
- Work with Digital Marketing Officer to build and manage automated audience journeys within CRM and marketing automation platforms, including welcome journeys, onboarding journeys, nurture programmes, engagement journeys and customer reactivation
- Explore ways in which external and unstructured data sets can be brought into our own data to enable greater understanding and drive better decision making
- Create strong cross organisational working relationships, understanding customer needs and opportunities across our foundational work and our Strategic Ambitions
- Continue to drive a whole organisation approach to audience usage – creating enthusiasm and buy in from teams around our segmented audiences
- Develop an audience strategy across our engagement, fundraising and service delivery activities– ensuring it supports long-term organisational objectives across fundraising, services, advocacy and campaigning
- Work with the Data Governance Manager and Analysis & Insight Manager to ensure that our audiences are housed within datahub and CRM, and we are able to analyse our offers for customers accordingly

- Commission further research where necessary to enhance understanding of particular audiences, using research tools such as surveys, focus groups and social media insights

Person specification

	Criteria:		Assessed via:	
	E	D	A	I
Experience				
Promoting a whole organisation approach to audiences which has driven strategic delivery	X		X	X
Audience research, and use of customer segmentation in delivering against our strategy	X		X	X
Journey mapping and customer experience design using audience insight and behavioural data		X		X
Using audience insight and research to drive engagement and business outcomes	X		X	X
Knowledge				
Audience experience and customer journey frameworks	X		X	X
Customer lifecycle and audience engagement best practice		X		X
Data protection, ensuring that we are acting in accordance with our customers wishes and preferences	X		X	X
Research best practice	X		X	X
Skills				
Audience segmentation and personalisation methodologies	X		X	X
Audience journey design and lifecycle management	X		X	X
Team management	X		X	X
A wide range of customer and market research techniques (qual. & quant.)		X		X
Qualifications/Professional membership (if applicable)				

E – Essential D – Desirable A – Assessed at Application I – Assessed at Interview

If you don't meet all the criteria listed but meet most and have transferable skills with a passion for our mission, you are still welcome to apply for this role.

If you are invited to attend an interview in person, we will reimburse reasonable travel costs excluding hotel or overnight stays.

Diabetes UK is committed to fundraise in a way that is legal, open, honest and respectful and expects all staff and volunteers to share this commitment. We are registered with the Fundraising Regulator and you will be expected to adhere to the Code of Fundraising Practice.

Behaviours

We keep things simple

- Use clear, accessible language, avoiding jargon unless it's relevant to your audience.
- Identify organisational or directorate-wide decision-making processes that hinder progress, and work with others to improve them
- Challenge processes you work with that appear overly complicated and encourage the people you manage to do the same.

We Make change happen

- Speak confidently about the impact we've made and our ambitions for the future.
- Show commitment to Equity, Diversity and Inclusion and Tackling Inequality, demonstrating courage and confidence in enabling others to stretch themselves in these areas
- Drive improvements in your team's performance to enhance delivery, considering resources, budget and charitable impact.

We're Driven to know more

- Proactively look to learn more and share your new knowledge and insights with colleagues.
- Explore the reality of a situation, not shying away from difficult or uncomfortable facts.
- Keep up to date in your professional field, people management best practices, and current events, to bring fresh insights to drive and improve the work we do.

We put people first

- Recognise that people are individuals with different preferences, circumstances and needs.
- Assume positive intent in others, trusting and empowering them to achieve results.

- Prioritise the needs of people living with diabetes by making decisions that move
- us closer to a world where diabetes can do no harm.