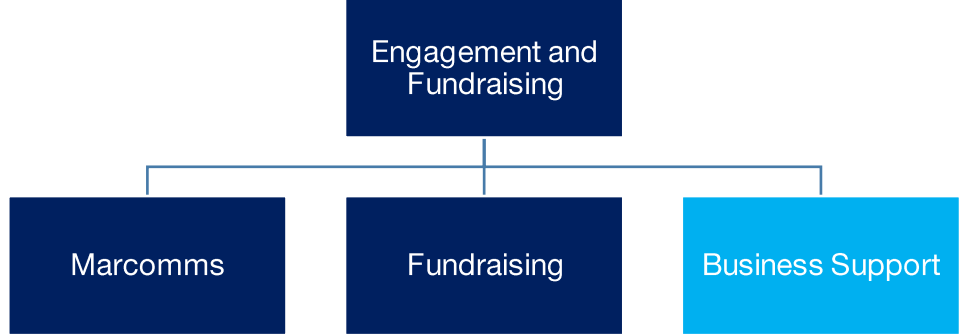
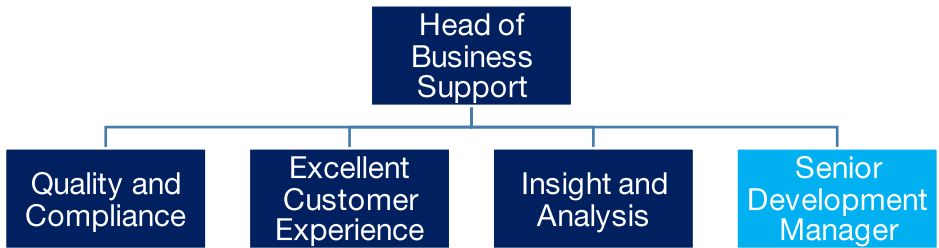


<p>Job Title Senior Development Manager</p>	<p>Directorate and team This role sits in the Business Support team in the Engagement and Fundraising directorate.</p>
<p>Key focus of the role You will lead on our product development activities (such as our customer facing fundraising initiatives), ensuring that we have the right portfolio of engagement and fundraising products to meet our audience's needs. Working across the department, this role will support teams with their own product development as well as deliver cross team initiatives that help us drive forward our ambitious customer strategy.</p>	 <pre> graph TD A[Engagement and Fundraising] --> B[Marcomms] A --> C[Fundraising] A --> D[Business Support] style D fill:#00AEEF,color:#fff </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> • Evaluate and maintain our products portfolio to ensure that we have the right activities to meet the needs of our audiences. • Support teams to innovate within existing products to ensure value and engagement is maximised. • Establish any gaps in product provision and work with key stakeholders to develop, test and evaluate new products. • Support the engagement and fundraising department by leading on activities that require cross department support and leadership, for example co-ordination of our fundraising approach to Diabetes week. 	<p>Job and reporting line</p>  <pre> graph TD A[Head of Business Support] --> B[Quality and Compliance] A --> C[Excellent Customer Experience] A --> D[Insight and Analysis] A --> E[Senior Development Manager] style E fill:#00AEEF,color:#fff </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> ▪ Contract type: Permanent ▪ Hours: Full time or part time working 4 days per week ▪ Band: 4 	
<p>Key working relationships internal Business Support Team, Fundraising teams, Strategic Marketing, Brand, Digital, IT teams.</p>	
<p>Key working relationships external External consultants and agencies, customers and supporters of Diabetes UK</p>	

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

Setting and Delivering Strategy and Objectives	Managing Resources	Making Decisions	Collaborating with colleagues
<ol style="list-style-type: none"> 1. Contribute towards the delivery of our Customer Engagement strategy through ensuring we have the right products to engage our audiences with. 2. Work with engagement and fundraising teams to lead a process around innovation, adding value and developing existing products to ensure income and engagement is maximised. 3. Support the engagement and fundraising department by leading on projects that require cross department support and leadership, for example, a coordinated approach to key fundraising moments. 	<ol style="list-style-type: none"> 4. Evaluate and maintain our existing products portfolio which includes our mass participation activities. 5. When opportunities or new products are identified, create internal business cases for resource and investment. 	<ol style="list-style-type: none"> 6. Work with key stakeholders to develop, test and evaluate new products. 7. Apply audience insight and knowledge to the development of a strategy and product development. 	<ol style="list-style-type: none"> 8. Lead cross department projects that add strategic value to our work and help us engage new supporters. 9. Work with external agencies, our customers and other key stakeholders as needed to support new product development and innovation sprints.

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

Setting and Delivering Strategy and Objectives	Managing Resources	Making Decisions	Collaborating with colleagues
<ol style="list-style-type: none"> 1. Use experience of delivering mass fundraising or engagement products to external audiences and customers. 2. Use experience of marketing techniques that build long term engagement with customers. 3. Knowledge of product development and the lifecycle of engagement products. 4. Use insight and analytics to evaluate, drive decisions and identify opportunities. 	<ol style="list-style-type: none"> 5. Prioritise activities that add value to our work and provide the most impact for Diabetes UK. 	<ol style="list-style-type: none"> 6. Be comfortable to challenge as needed to drive activities forward. 7. Demonstrate creative problem solving. 8. Work with initiative and be confident to make decisions, as well as knowing when to escalate them. 	<ol style="list-style-type: none"> 9. Confidently direct and deliver activities that involve significant stakeholders and multiple outcomes. 10. Bring together teams and individuals to unite with common goals and achievements. 11. Build effective relationships with stakeholders to understand and develop business requirements for activities.

Qualifications – Qualifications you need to carry out this role

None