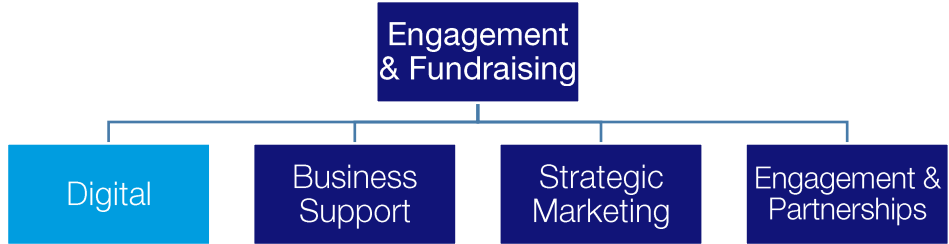
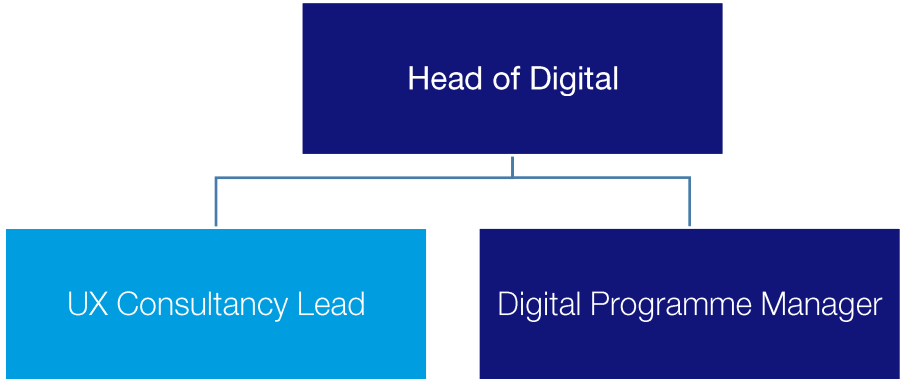


<p>Job Title Commercialising Digital Opportunities Lead</p>	<p>Directorate and team This role sits in the Digital Team in the Engagement & Fundraising Directorate Department</p>
<p>Key focus of the role You will lead a new business unit within Diabetes UK building commercial relationships with digital health companies. 2022 will see you set up our first venture, a UX testing participant recruitment service, specialising in sourcing users to test digital health products, services and content.</p> <p>As the lead role you will establish the brand, build effective marketing strategies, generate leads, network to secure new and repeat business and work with internal teams at Diabetes UK in setting up the processes needed to recruit UX testing participants via our website.</p> <p>You will also set up and facilitate a series of quarterly meet ups showcasing the brand, focused on user experience and aimed at those working in the digital health space.</p> <p>In 2023, we will recruit a UX consultant which will enable us to deliver a full service UX consultancy offer.</p>	 <p>Job and reporting Line This role reports to the Head of Digital.</p> 
<p>Key deliverables Our plan is for the business to be financially self-sufficient by the end of 2023 so you will be tenacious and focused on the return on investment and meeting the targets we have set for this venture.</p> <ul style="list-style-type: none"> In 2022 your main objective will be to build a startup focused on UX testing participant recruitment. In 2023 we will hire a UX consultant and build a full service UX consultancy offer. 	
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: 2 year fixed-term contract Hours: 35 (full-time) Pay range: Band: 4 	

Key working relationships internal

MarComms, Finance, Legal, Information Governance and HR functions.

You will also report into our 'Harnessing Technology' strategic outcome driver and will work with other teams across the charity who have UX challenges.

Key working relationships external

Colleagues in the NHS, digital health start ups, digital platforms that have integrated with NHS systems, UX consultancies seeking users for testing, other UX participant recruitment companies open to subcontracting work to us, in-house UX teams, wider UX community

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

Setting & delivering strategy & objectives	Making change happen	Improving delivery	Building external relationships
<p>1. Own and iterate the business plan, product road map and overall vision (S)</p> <p>2. Align the work of this new enterprise with the mission of Diabetes UK and the objectives of the 'Harnessing Technology' strategic outcome driver.</p>	<p>3. Ensure the business has broken even and is financially self sustaining by the end of 2023</p>	<p>4. Develop processes to manage UX testing participant recruitment, screening & matching (S)</p> <p>5. Work to develop the brand, visual identify and USP (S)</p> <p>6. Brief in digital marketing campaigns to agencies and assess their effectiveness (S)</p> <p>7. Work with colleagues in Finance, Legal, Information Governance & Business Support on back office functions including invoicing, contracts and data protection (S)</p>	<p>8. Generate new leads and repeat customers (S)</p> <p>9. Identify and build strategic partnership opportunities</p> <p>10. Work with our Partnerships team to find a sponsor for the events</p>

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

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

Setting & delivering strategy & objectives	Managing resources	Improving delivery	Building external relationships
<ol style="list-style-type: none"> 1. Demonstrate an entrepreneurial mindset and evidence of building new teams, services, products, or companies from scratch. (S) 2. Demonstrate knowledge and a keen interest in digital health technology (S) 3. Ideally you will have some experience of the UX consultancy market, maybe in a management/sales/client representative capacity but this isn't essential. 	<ol style="list-style-type: none"> 4. Experience of managing budgets and building income streams (S) 5. Develop, monitor and report on financial targets and KPI's 	<ol style="list-style-type: none"> 6. Develop sales plan and identify new leads and opportunities 7. Research digital products and services that could be useful for the product development offer 	<ol style="list-style-type: none"> 8. Highly developed sales and negotiation skills comfortable influencing others and building relationships both internally and externally (S)

Qualifications – Qualifications you need to carry out this role

No formal qualifications required