

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



**COMMUNITY FUNDRAISING
MANAGER**

WHO WE ARE

For nearly 5 million people with diabetes in the UK, there's no day off. At Diabetes UK, we fight day in, day out for better care, treatment and support. We won't stop until diabetes can do no harm. With more people than ever living with diabetes and millions more at risk of developing type 2, our work has never been more needed.

We can't do any of this without you. Our staff are passionate and determined about helping everyone affected by diabetes. For over 85 years, they'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. And you can be part of it.

We're a really diverse bunch and we recognise and respect your value as an individual.

As well as helping people with diabetes, you'll be part of one of the top 30 Best UK Charities to Work For, and one of the top 75 Best Large Companies in London.

We're committed to protecting and promoting the welfare of children and adults at risk, and we need our staff and volunteers to support this.

Our vision is a world where diabetes can do no harm. Join us today, and together, we can make that a reality.



JOB DESCRIPTION

Role title: Community Fundraising Manager

Contract type: FTC – until end of March 2025

Hours: 35 per week

Band: 5

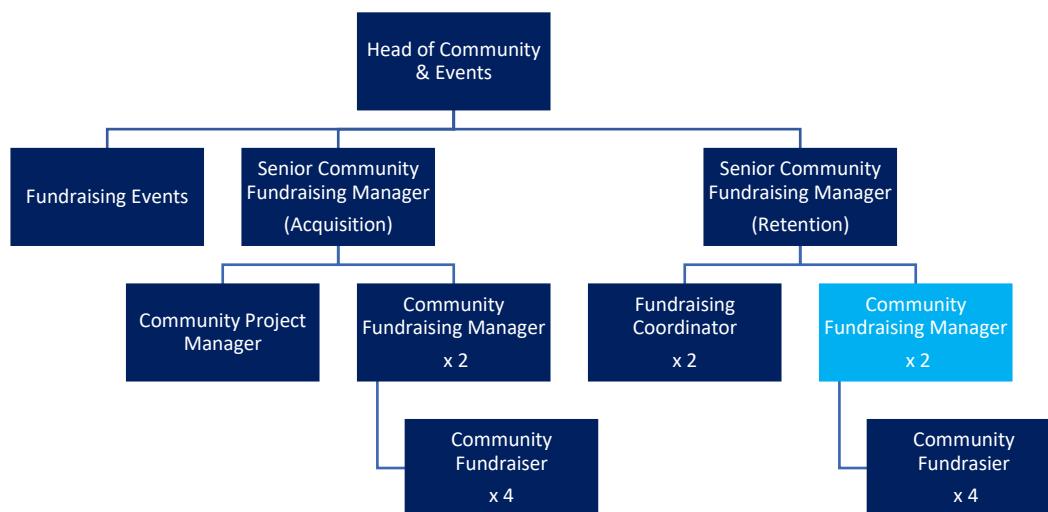
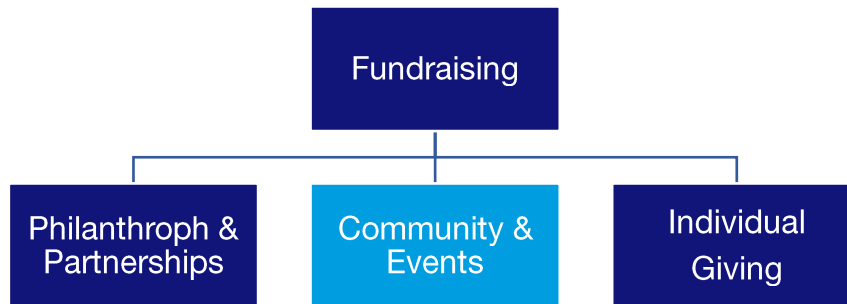
Key relationships (internal and external): The wider Community & Events Fundraising Team, Regions and Nations, Volunteering, Media, Volunteers, Individual supporters, Community Groups, Local Corporates, Local Media.

Key focus of the role: You will be responsible for overseeing the fundraising activity across the Midlands and Eastern region of the UK. You will manage your own patch in the East Midlands, and manage a team of 2 regionally based fundraisers to manage their respective patches.

Directorate and team

This role sits in the [Community and Events Team](#) in the [Engagement and Fundraising Directorate](#)

Department



Main responsibilities

You will be responsible for overseeing the community fundraising activity across the Midlands and Eastern region of the UK, supporting the Senior Management Team to deliver the national Community Fundraising strategy. You will manage your own patch in the East Midlands, as well as manage 2 regionally based fundraisers to manage their respective patches covering the West Midlands and the Eastern region. You'll focus on creating amazing experiences for individuals, corporates and community organisations, building loyalty and lifetime value for the organisation.

You will:

- Forge collaborative relationships to raise awareness of the charity's work, aims and goals.
- Deliver income, expenditure and participant targets within your region.
- Motivate, support and inspire your team of 2 Regional Fundraisers to achieve their objectives.

- Contribute to the delivery of the Community Fundraising strategy, working collaboratively with Community Fundraising Managers to share learnings and best practise across regions.
- Work closely with the regional Operations team to ensure collaboration and maximising opportunities for Diabetes UK.

Person specification

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)

You will be able to:

- Develop and implement regional acquisition plans across your regions, identifying actions that will help you and your team build relationships and achieve sustainable growth.
- Manage supporter relationships with a value of £500+ to maximise potential income growth and other opportunities for the charity.
- Be proactive in your region, using data and insight to identify and approach new individuals, groups and local corporate partners with confidence.
- Confidently work to key performance indicators, delivering regular reporting and insight led recommendations to optimise your region.
- Demonstrate effective leadership, supporting development and creating the conditions for high performance from your team. You will effectively manage and support your team through regular 121's, development conversations and, where appropriate, performance management to lead and develop your team to success.
- Form positive working relationships with Regional and National delivery teams to align planning and achieve maximum community impact.
- Work in collaboration with the wider Community Fundraising team across the UK to share leads and best practise.
- Demonstrate your ability to adapt communications to a variety of community audiences, creating bespoke and inspiring experiences using a mixture of face-to-face and digital communications.
- Encourage insight-driven behaviours within your team, creating opportunities to collect supporter data that can help understand audiences and identify local opportunities.

- Ensure an excellent standard of customer care is upheld across your region, providing an unparalleled experience and journey with Diabetes UK.
- Participate in cross-charity networking and working groups to ensure we are ahead of the curve and benefitting from sector knowledge and trends.
- Lead by example, showing confidence to present to a variety of face-to-face and virtual audiences.

You will have experience in:

- Executing ambitious regional growth plans within Community Fundraising, with demonstrable examples of achieving income growth.
- Building excellent relationships with supporters to increase loyalty and life-long relationships.
- Proactively securing new supporters through persuasive presentations, applications, and relationships.
- Effectively managing staff members to create an environment of support and high performance – or transferable experience and a passion to develop in this area.
- Demonstrable experience of using insight and data to make recommendations for income growth and to further supporter relations.

You will have skills in:

- Building excellent relationships with supporters for income growth and loyalty leading to life-long relationships with the charity.
- Executing ambitious regional growth plans within Community Fundraising, acting as a role model to your team.
- Building excellent cross-team relationships to ensure effective working and maximising opportunities for the organisation.
- Effectively creating an environment of support and high performance within your team – or transferable skills and a passion to develop in this area.
- Excellent organisational skills, effectively managing conflicting priorities and tensions, whilst clearly communicating and supporting your team.
- Using a database to proactively develop and manage supporter relationships, delivering an excellent supporter experience.
- Using insight and data to make recommendations to further supporter relationships and income growth.
- Creating persuasive presentations, applications and letters of support tailored to the appropriate audience.

You will have knowledge:

- Of fundraising law, to ensure all legal, data protection and compliance management requirements are met by you and your team.
- Of best practice in managing supporters to maximise income growth, loyalty and opportunities for the organisation.
- Of how to develop an ambitious plan for your region to achieve income growth through supporter acquisition and retention from individuals, community groups and local corporates.
- Of how to utilise data and insight to make recommendations for income growth and developing supporter relationships

The best person for this job will be (behaviours):

- You are passionate about building relationships with your supporters and leading on income growth for your region.
- You have strong interpersonal skills which you can put in to practice with both external supporters and internal colleagues across Community Fundraising and the wider organisation.
- You are motivated by building relationships and achieving income growth for the charity you are part of.

Qualifications/professional membership (if applicable):

None applicable

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.

benefits

We know you do more than just work. And that means you might be a parent, carer, friend, volunteer or partner.

We want to make sure that we can help you create a good balance between work and the other parts of your life.

And one way we do that is with benefits we offer you.



Annual leave

We want you to make sure you get time off to rest and relax. So, all full-time permanent employees get 25 days off a year, with bank holidays on top of this.



Connected working

We have adopted a 'connected working' way of working. This means that, for most roles, you are not required to work in an office location every day.



Pension

We enrol everyone into our pension and all new colleagues joining us will get information on the pension scheme. We make an employer contribution of at least 5%.



Healthcare

Our cash healthcare plan that allows you to claim back the cost of regular health appointments and treatment, like the dentist and optician.



Learning and development

We help you to continually develop and achieve your career goals, including offering a wide range of training which happens throughout the year.



Gym membership

We have a gym membership discount scheme through our cash healthcare plan provider. You can use this at a wide variety of gyms around the UK.

Get in touch

Email recruitment@diabetes.org.uk

Call **0345 123 2399**

Visit diabetes.org.uk

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

