

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



**CAMPAIGNS LEAD-
DIABETES STIGMA**

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.

Tackling inequality is part of our mission, and we're committed to being a diverse and inclusive organisation, for all of our people and volunteers. We have a friendly and inclusive culture, with a range of staff networks and ways to get involved. You can find out more about our approach to equity, diversity and inclusion in our strategy here [EDI Strategy Branded version 22 March 2023.pdf](#).

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: Campaigns Lead, Diabetes Stigma

Contract type: Permanent.

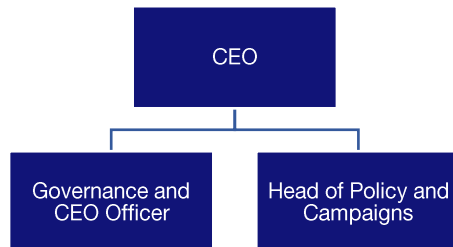
Hours: 35 hours per week

Band: 4

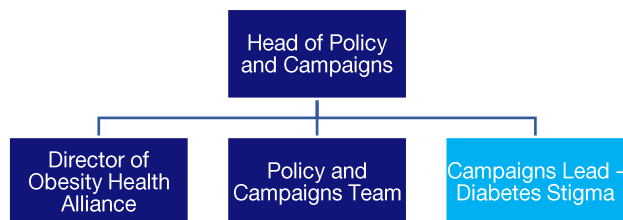
Key relationships (internal and external): **Key relationships internal:** Heads of Teams, Co-Leads of Strategy Outcomes/Drivers, Policy and Campaigns team, Strategy and Planning team, National and regional teams, Volunteers, CEO. **Key relationships external:** People living with diabetes, diabetes specialist health care professionals, partners, media.

Directorate and team

This role sits in the [CEO Directorate](#)



Role and Reporting Line



Main responsibilities

1. Develop and lead the cross-charity delivery of the strategy for tackling diabetes stigmas looking forward 3 – 5 years for immediate plans but with a longer term time horizon for the work.
2. Engage with and work with people with diabetes so that the work and long-term campaign is co-led and co-created by people with all types of diabetes and especially hears the voices of those less often heard
3. Deliver cutting edge opinion changing and influencing and campaigning work that has a very real impact in tackling the stigmas that people with diabetes face every day.
4. Work as a strong **team player** in the directorate and across the charity ensuring that we work together cohesively on tackling stigma and use the skills of different teams across the charity, to ensure delivery of the strategy, understanding and unblocking barriers, and identify support requirements .
5. Build **external partnerships** to help us extend the reach and impact of the campaign and build positive, strong and influential and productive relationships with **key external stakeholders**.
6. Work closely with the Strategy and Planning team to ensure that the work is aligned with and informs the charity's other key cross-cutting strategic programmes.
7. Ensure that the tackling stigma strategy is effective and impactful with robust measures and evaluation approaches to enable learning and improvement. Provide regular and timely reporting as needed
8. You will ensure that the campaign has a strong focus on **tackling health inequalities** and that equity, diversity and inclusion threads through the way we work internally and the impact we have externally

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)

Experience, Skills and Knowledge and Behaviours

Experience

- Strong experience of leading long-term campaigning and influencing work to change public opinion. Experience of proactively understanding the nuances of campaigning and influencing and communicating at a UK wide level and at local and country levels
- A track record of proactively engaging with people with lived experience to drive and shape campaigning work and of the mobilisation of people with lived experience at scale online.
- A track record of working effectively to lead cross organisational work with teams who have different functional skills. Resilient and well organized with an ability to act decisively and drive to get things done with and through people and an openness to bringing in diversity of thinking.
- Experience of developing and reporting on impact which enables a learning approach to delivery.

Skills

- Ability to think strategically to see the bigger picture. Creative and innovative and inspires creativity in others to find new ways of communicating and engaging with people in a way that cuts through externally.
- Excellent interpersonal and communication skills with a strong focus on listening, influencing, presentation skills and relationship to influence a range of audiences and stakeholders, both internal and external, to deliver ambitious programmes of work. A strong track record of engaging with partners and key stakeholders

- Prioritises learning and self-development and the seeking out of feedback and of development opportunities

Knowledge

- A strong understanding of the external political environment, including levers for change
- An understanding of different approaches to campaigning and how political audiences respond to policy and campaigning
- Good understanding of the parliamentary and legislative process

Behaviours

- Actively listens and welcomes diverse viewpoints.
- Adaptable to changing needs, pressures and opportunities.
- Strong collaborative working style

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

