# SUPPORTER RETENTION 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: Supporter Retention Manager

Contract type: Perm

Hours: 35 per week

Location: London – Wells Lawrence House

Salary: £36,932 - £41,035 – Band 5

Role reports to: Senior Retention and Membership Manager

Key relationships (internal and external): Individual Giving, Finance, Print Supplier, Creative supplier, Data selections, Engagement and Fundraising.

Key focus of the role:

## Key tasks and responsibilities

- Project manage and deliver a variety of campaigns and new activities for our existing supporters.
- Plan, develop and test new initiatives across multiple channels, personalised content and delivery.
- Engage with existing audiences through the promotion of a variety of products including gaming, regular giving, cash and membership to maximise net income.
- Provide supporters with a meaningful supporter experience that builds engagement, loyalty and maximises income.
- *Manage relationships with external partners including creative, fundraising and fulfilment agencies, ensuring high-quality delivery and a good ROI.*
- *Analyse campaign performance, share insights and contribute to a results-focused fundraising culture across the organisation*
- *Support forecasting and budget planning around retention activities*
- *Work with the wider Individual Giving team to maximise opportunities for fundraising, specifically cross-selling gaming, regular giving, cash and membership propositions to other audiences*

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## Person specification

Guidance for managers: Please include 4-6 bullets per section. Put an 'X' under 'essential' or 'desirable' for each criteria. Put an 'X' under 'application', 'interview' or both to share where the criteria is being assessed.

| | Criteria: | | Assessed via: | |
|---|---|---|---|---|
| | E | D | A | I |
| Experience | | | | |
| Individual giving fundraising techniques and campaign management | X | | X | X |
| Using data analysis to inform decisions and maximise results | X | | X | X |
| Designing and delivering successful supporter journeys that improve experience, engagement and retention across a wide range of formats and channels | X | | X | X |
| Managing supplier relationships and project deadlines | X | | X | X |
| Managing budgets effectively | | X | X | |
| Knowledge | | | | |
| Individual Giving products and campaigns | X | | X | X |
| Fundraising regulations and data protection requirements | X | | X | X |
| Data protection and management | X | | X | X |
| Gaming – regulations and compliance requirements | | X | X | |
| CRM systems and tools | | X | X | |
| Skills | | | | |
| Data management and analysis | X | | X | X |
| Communicating with influence | X | | X | X |
| Campaign management and analysis | X | | X | X |
| Budget management and analysis | | 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

For candidates

All employees are expected to abide by our values and behaviours framework which can be found here Combined general and people managers framework. Below are a set of behaviours that you will be expected to demonstrate in your application form and that will also be explored during your interview.

### We keep things simple

- Challenge processes you work with that appear overly complicated.
- Have a strong focus on productivity and cost effectiveness.

### We Make change happen

- Drive improvements in delivery, considering resources, budget and charitable impact.
- Evidences a commitment to EDI and tackling inequalities.

### We're Driven to know more

- Proactively look to learn more and share your new knowledge and insights with colleagues.
- Has a reflective approach and supporters others to do the same.

### We put people first

- Recognise that people are individuals with different preferences, circumstances and needs.
- Respects colleagues and is kind. Sees positive intent in those they work with.