

Commercial Digital Opportunities Lead

DIRECTORATE:	Engagement & Fundraising
SECTION:	Digital
REPORTING TO:	Head of Digital
CONTRACT:	Contract (initially 6 months)

OVERALL PURPOSE OF THE JOB

Diabetes UK is the leading diabetes charity in the UK. Our mission is to support people living with diabetes, prevent Type 2 diabetes, make research breakthroughs and ultimately find a cure.

Digital is at the centre of our work and crucial to us realising our ambitious strategy but technology is also central to the way that many people manage their diabetes.

Diabetes UK is expanding our offering in this area by setting up an income generating business unit aimed at supporting tech start-ups better understand the needs of people with diabetes.

The three initial products we will look to develop include

- **Product development support:** Supporting start-ups with access to people with diabetes to test their products and services and develop an UX consultancy offer
- **Events:** Running a series of diabetes technology events
- **Marketplace:** Setting up a network of diabetes specialists who can support start-up founders

We believe that there is potential for these three work streams to generate a significant profit for the charity and are now looking for a visionary leader to head up the business unit and develop the infrastructure necessary to begin to generate income in 2020.

The initial contract is for 6 months and over this period you will recruit the team, start testing these ideas with the market and work alongside colleagues to ensure we can quickly scale up the operation in 2020.

WORKING RELATIONSHIPS:

Inside Diabetes UK

The role reports to the Head of Digital but you will lead a new team. Initially just yourself and a Project Manager but one that we project will grow to 8 over five years.

As the internal expert on diabetes technology you will form close working relationship with internal teams across the charity.

As lead for this business unit you will build strong working relationships with the MarComms, Finance, Legal, Information Governance and HR functions, but also with other teams across the charity.

Outside Diabetes UK

As the face of this enterprise and its products you will be the key contact for potential customers be they tech start-ups, venture capitalists, accelerators, digital agencies or user recruitment agencies looking to subcontract work.

MAIN DUTIES AND RESPONSIBILITIES:

Own and drive the overall vision

- Own the product road map and overall vision
- Represent this new enterprise within Diabetes UK and to external stakeholders
- Align the work of this new enterprise with the mission of Diabetes UK

Marketing & promotion

- Generate new leads and customers
- Work to develop the brand, visual identify and USP
- Brief in and report on digital marketing campaigns
- Identify and build strategic partnership opportunities

Develop and maintain the business plan

- Own and iterate the business plan
- Develop, monitor and report on financial targets and KPI's
- Build case for any future investment

Build & lead the team

- Recruit & line manage the team. Starting with a Project Manager to support development and administration of all three services

Product development support work stream

- Develop the enterprise taxonomy needed to manage UX recruitment screening
- Develop processes and if necessary a platform to manage UX participant recruitment, screening & matching
- Work with colleagues in Finance, Legal, Information Governance & Business Support on back office functions including invoicing, contracts and data protection
- Research digital products and services that could be useful for the product development offer
- Work with internal clients to define internal UX projects & initiatives

Events work stream

- Prepare an overview of the market for digital health/UX meet ups and events
- Set up a series of monthly events to begin in January 2020
- Work with our Partnerships team to find a sponsor for these events

Marketplace work stream

- Develop the enterprise taxonomy needed to match those needing support with the right people to support them
- Work with senior leaders across the organisation to map out our existing network of diabetes influencers
- Develop a manual process to match digital health technology experts with those requiring expertise and use this experience to build a brief for a digital platform that will automate this process.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Demonstrate an entrepreneurial approach to business development
- Demonstrate knowledge and a keen interest in digital health technology

The best person for this job will have experience in:

- Using audience insight to develop effective digital products, ideally digital health products.
- Managing and monitoring budgets
- Developing good working relationships with customers and internal stakeholders

The best person for this job will be:

- Educated to degree level
- Able to work under pressure and to tight deadlines
- Driven and solution focused
- Have excellent interpersonal skills and the ability to work with and influence at all levels.
- Passionate about digital health and its possibilities
- A communicator who can translate complex ideas into bite-sized information
- Imaginative and not afraid to try new things
- Able to demonstrate impressive technical skills and a willingness to learn new ones
- A problem solver who is methodical and organised
- Both process and quality driven
- A charismatic leader, able to motivate and empower the team as it grows
- Someone comfortable making decisions and unblocking issues
- Someone who can build a close knit team and is comfortable coaching new talent