

**DiABETES UK**  
KNOW DIABETES. FIGHT DIABETES.



**SENIOR RETENTION & MEMBERSHIP  
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.

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: Senior Retention & Membership Manager

Contract type: 12 month contract (Maternity cover)

Hours: 35

Band: 4

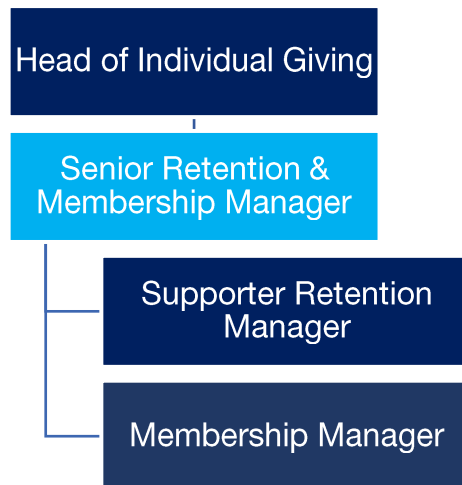
**Key relationships (internal and external):** Individual Giving, Engagement & Partnerships Directorate, Content & News, Brand, Creative Services, Business Support (Insight & Analysis, Database Marketing teams), Finance, Customer Care Centre, Research, IT teams. External agencies (Marketing, Creative, Production and Delivery), supporters and members, general public and people living with diabetes.

**Key focus of the role:** The role leads the team responsible for retaining and developing our existing supporters and DUK members. The role is essential to the charity's aim of providing excellent experiences to supporters that deepen engagement and maximise support. In addition, to provide support and guidance to people living with diabetes via membership through the ongoing development and growth of the product. The role requires collaboration with key internal and external stakeholders to retain our supporters and members whilst ensuring supporter experiences and the benefits of membership are consistently delivered.

## **Directorate and team**

This role sits in the [Individual Giving Team](#) in the [Engagement & Partnerships Directorate](#)

## Department



## Person specification

All jobs at Diabetes UK are based on:

- The key activities you'll undertake and
- The skills, knowledge, experience and behaviours you need to be successful in this role

You will be able to:

- Set the strategic direction of the Retention and Membership team in line with the wider Individual Giving and organisational strategies
- Create and manage the Retention and Membership team budget and plan, tracking and forecasting income and expenditure and taking an agile approach to ensure KPIs are met
- Ensure the team build collaborative ways of working with other teams and directorates so that plans and activities are understood and delivered to a high quality
- Maintain and document the processes and systems the team rely on to deliver activities and experiences in a timely and compliant way and to identify and recommend improvements
- Evaluate, maintain and develop our product portfolio, including membership, to ensure we have the right activities, benefits and experiences to meet the needs of our audiences.

- Manage and develop the Retention and Membership team, setting objectives, holding 1-1s and providing support and guidance to enable them to achieve their objectives and develop their skills and experience
- Work with colleagues across Individual Giving and the organisation to analyse and understand our supporters and members to ensure we remain relevant and maximise engagement
- Work closely with our agencies and suppliers and to take the lead in ensuring the team establish and maintain effective working relationships that ultimately enhance content and delivery.

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.

**You will have experience in:**

- Managing and leading a team, delegating effectively to ensure direct reports are supported, developed, motivated and inspired to deliver high quality and impactful work
- Managing multiple priorities; planning and organising work effectively to deliver objectives
- Taking an informed approach to decision making by working with colleagues across the charity to understand organisational priorities and dependencies and creating an aligned and coordinated approach to planning
- Working closely with colleagues in IT to ensure processes and systems are appropriately managed and monitored, incidents are reported and resolved and the experience of the supporter and member are prioritised
- Applying experience into improvements that could be made into the optimisation of different marketing channels such as digital and email marketing

**You will have skills in:**

- Communication with the ability to work closely and proactively with key stakeholders and suppliers, developing good relationships which facilitate achieving desired objectives
- Being an advocate for supporter experience and membership, promoting the work of the team internally, identifying opportunities to share results and learning and building an organisational understanding of the work of the team

- Developing a proactive approach to horizon scanning and acquiring knowledge of other areas/activities that could inform and enhance the supporter and membership experiences

**You will have knowledge:**

- Strategic planning, budget management and forecasting
- Direct marketing techniques which build long term strategies that maximise engagement and value with audiences
- Fundraising regulation and codes of conduct to ensure activities are compliant

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

- Organised both in terms of time and workload to ensure deadlines are met.
- To seek out a variety of opportunities to update knowledge and skills.
- To demonstrate accountability by taking personal responsibility for results and outcomes.
- Effectively communicate by influencing others and building effective relationships.
- Listens effectively by adapting communication style and channel according to the audience and their needs.
- To be supportive with the aim of enabling the team to be motivated and inspired to deliver

**Qualifications/professional membership (if applicable):**

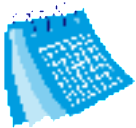


# BENEFITS

**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.



### Our Networks

A range of active and supportive colleague networks such as the Pride network, Global Majority network and Women's network.



### Early finish Friday

Early finish Friday and flexible working as part of our approach to activity-based working (not applicable to roles with fixed shift patterns).



### Employee assistance programme

Employee assistance programme to give you support on any issues that come up in life.



### Annual season ticket loan

Annual season ticket loan\* (on completion of your probation period and if contract is permanent or longer than 12 months).



### Cycle to work scheme

Cycle to work scheme.



## Get in touch

Email [recruitment@diabetes.org.uk](mailto:recruitment@diabetes.org.uk)

Call **0345 123 2399**

Visit [diabetes.org.uk](https://diabetes.org.uk)

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

