

<p>Job Title Mass Participation Manager (12 months maternity cover)</p>
<p>Key focus of the role You will lead on the project management and delivery of existing mass participation events activity as well as planning for, developing and testing new concepts. Working closely with colleagues across the organisation, you will support high impact marketing of our products, maximise value and provide an excellent supporter experience.</p>
<p>Key deliverables</p> <ul style="list-style-type: none"> Project manage specific mass participation products, to meet agreed financial and participant recruitment targets Plan for, deliver and optimise mass participation activity, ensuring we continually improve and innovate our offering Work closely with internal and external stakeholders to deliver, monitor, and optimise event marketing strategies Engage existing and acquire new supporters by delivering an excellent supporter experience which inspires and mobilises long term support
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Fixed term (12 months maternity cover) Hours: 35 Band: 5
<p>Key working relationships internal Community & Events team, Strategic Marketing, key stakeholders in the wider Engagement & Fundraising Directorate, Data, IT, Legal, Digital & Finance.</p>
<p>Key working relationships external Digital advertising and Creative agencies, fulfilment agencies, event material suppliers, event venues, online giving providers, specifically Blackbaud, colleagues at other charities.</p>



All jobs at Diabetes UK are based on a 10-factor competency framework called the **What-How Framework**. We've listed the key activities you'll undertake and the skills, knowledge and behaviours you need to be successful in this role. We've summarised these using four key competency areas in each section, however once appointed, you are expected to meet the requirements of all 10 factors. We'll explain this to you during your induction period. All elements listed below are essential requirements unless shown as (desirable).

Key activities – What you need to do

Setting & Delivering Strategy and Objectives	Managing Resources	Improving Delivery	Building External Relationships
<ol style="list-style-type: none"> 1. Effectively project manage multiple successful mass participation products 2. Deliver against agreed income and recruitment targets through effective budget management and contributing to high impact marketing strategies 3. Work to key performance indicators, delivering regular testing, reporting and insight led recommendations to optimise your events 	<ol style="list-style-type: none"> 4. Lead on improving campaign performance with data driven and insight led decisions 5. Apply insights, experience, and best practice from across the sector to optimise and innovate our activity and portfolio 6. Ensure all legal, compliance, risk assessment and crisis management requirements for events are met 	<ol style="list-style-type: none"> 7. Test, learn and adapt working practice to continually optimise mass participation activity and strengthen our offer 8. Ensure clear, inspiring supporter journeys are in place to increase the volume of enduring, excellent supporter experiences 9. Evaluate and analyse campaign performance and make real time, insight led improvements to our activity 	<ol style="list-style-type: none"> 10. Build and develop effective relationships with supporters, proactively finding opportunities to continually improve their experience of and engagement with, Diabetes UK 11. Work closely with key external stakeholders, such as marketing and online giving agencies to ensure we offer an unparalleled experience, from acquisition to stewardship and onward journey with Diabetes UK

Skills, knowledge, and behaviours – How you need to do it

Setting & Delivering Strategy and Objectives	Managing Resources	Making Change Happen	Collaborating with Colleagues
<ol style="list-style-type: none"> 1. Demonstrate clear evidence of effective planning, project management and successful delivery of multiple mass participation products at various stages of delivery 2. Experience of effectively managing conflicting priorities and tensions, whilst clearly communicating and managing expectations for delivery 	<ol style="list-style-type: none"> 3. Demonstrate experience of effective project management of multiple successful events 4. Take accountability for regularly reviewing progress, recommending change, adapting activity, and implementing mitigation plans as needed 5. Seek opportunities to develop insight about our audiences and apply learnings 6. Demonstrate an ability to apply learnings to optimise supporter experience, generate income and build supporter loyalty 	<ol style="list-style-type: none"> 7. Use your experience of developing positive long-term relationships with supporters to build opportunities for people to engage with us in a range of ways into the excellent supporter experience we offer 8. Deliver an excellent supporter experience in line with agreed standards, on and offline to maximise recruitment, conversion, and retention and to grow our average gift 9. Able to travel and work some evenings, weekends, and unsociable hours in delivery of product launches and event day activities 	<ol style="list-style-type: none"> 10. Actively seek opportunities to collaborate effectively with colleagues to offer our supporters the most relevant, optimised experience of Diabetes UK 11. Demonstrate your experience of maximising opportunities, by clearly communicating roles and responsibilities and ways of working to deliver effectively through others 12. Proactively lend your experience and peer support to colleagues to grow and optimise our whole portfolio of activity

Qualifications – Qualifications you need to carry out this role

N/A