

<p>Job Title Head of Community & Events</p>	<p>Directorate and team This role sits in the Community & Events Team in the Engagement & Fundraising Directorate</p> <pre> graph TD EP[Engagement & Partnerships] --> CE[Community & Events] EP --> PP[Philanthropy & Partnerships] EP --> IG[Individual Giving] CE --> HCE[Head of Community & Events] HCE --> SEMPM[Senior Events & Mass Participation Manager] HCE --> AFM[Area Fundraising Managers x3] HCE --> CFPM[Community Fundraising Project Manager] SEMPM --> ET[Events Team x11] AFM --> RF[12x Regional Fundraisers] CFPM --> FC[2x Fundraising Coordinators] </pre>
<p>Key focus of the role To grow and optimise Community & Events activities and income through the leadership of a geographically dispersed team. Responsible for working in a strategic, integrated way to achieve net income targets and deliver a programme of supporter engagement which builds long term loyalty and financial support.</p>	
<p>Key deliverables</p> <ul style="list-style-type: none"> Provide strategic leadership to the Community and Events team, ensuring that the multi-discipline and regionally dispersed team collaborate effectively, deliver results, reach target audiences, and offer an excellent supporter experience Be accountable for developing and delivering against high performance KPI's and budgets across the team, ensuring we continue rapid but sustainable growth in our fundraising activities. Build upon and optimise a portfolio of fundraising activities to include mass participation events (including virtual), third party events and regional fundraising initiatives which will inspire our supporters to take multiple actions increasing their engagement with Diabetes UK Play a leading, proactive role in the development of a positive, innovative, and supportive culture with colleagues across Diabetes UK, in order to maximise opportunities and performance 	
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Permanent Hours: 35 Band: 3 	
<p>Key working relationships internal Many teams across the charity - Community and Events colleagues alongside other fundraising teams and the wider Engagement & Fundraising Directorate. Colleagues in Senior Leadership roles, local</p>	

<p>teams in the Regions & Nations, Operations, Finance, IT, Data and Volunteering.</p>	
<p>Key working relationships external People living with or affected by diabetes, individual donors, organisations and corporate partners. Digital advertising and Creative agencies, online giving providers, Strategic and Corporate partners, fulfilment agencies, event material suppliers, event venues, colleagues at other charities.</p>	

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**).

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Key activities – What you need to do

Setting & delivering strategy and objectives	Managing Resources	Improving Delivery	Managing & developing others
<p>1. Responsible for setting the strategic direction of Community and Events team -clearly setting, communicating, and supporting the delivery of team plans and objectives. (S)</p> <p>2. Lead third party relationships to create and deliver successful community and events activities.</p> <p>3. Ensure supporter journeys are optimised to maximise supporter engagement and long term income.</p>	<p>4. Ensure the team and other associated teams deliver an effective and excellent supporter experience, including accurate data recording, thanking and stewardship.</p> <p>5. Lead on financial forecasting and budgeting as well as setting and achieving challenging Key Performance Indicators (KPIs). (S)</p> <p>6. Accountable for our activities, ensuring they are compliant with all aspects of the Fundraising codes of practice, Gift Aid and Data protection.</p>	<p>7. Make sure our fundraising activities are optimised and we are innovating, testing new channels and building engagement with our supporters</p> <p>8. Manage and contribute to significant stakeholder relationships to maximise opportunities and improve delivery for our supporters.</p> <p>9. Play an active role in fostering an innovative, collaborative environment, operating as part of the organisation's Leadership Forum to generate and maximise fundraising opportunities. (S)</p>	<p>10. Lead, inspire, mentor and develop direct line reports in their roles, sharing knowledge, experience and work with them to enhance their skills and professional development (S)</p> <p>11. Focus on upskill of the team, to ensure we are delivering effective marketing plans and activities, and embedding the principles of digital marketing and engagement.</p> <p>12. Accountable for developing new skills and capability across the team – with a special focus on relationship led fundraising practice.</p>

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

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Setting and delivering strategy & objectives	Improving Delivery	Managing and developing others	Communicating with others
<p>1. Use you senior level events and community experience in a strategic capacity to deliver and exceed multi-million pound income targets (S)</p> <p>2. Lead the Community & Events team confidently and autonomously, demonstrating your ability to inspire and direct others with a clear vision of success</p> <p>3. Demonstrate your experience in creative development, marketing and fundraising by delivering a high performing, distinctive portfolio of fundraising activity</p>	<p>4. Apply a thoughtful planning and project management approach to improve existing activity including through innovation whilst leading on developing a pipeline of new products</p> <p>5. Create opportunities to innovate our processes, tools and systems to ensure we are creating the best and most effective supporter experiences to build long term engagement (S)</p> <p>6. Apply your broad expertise to make good use of data and insight to test, optimise and evaluate our fundraising activity, always striving to improve our results and engage more supporters</p>	<p>7. Role model excellent interpersonal skills and a track record for collaborative working and building effective, sustainable relationships at all levels (S)</p> <p>8. Demonstrate a confidence to seize new opportunities, achieve buy in and initiate actions which improve results and add value</p> <p>9. Support and challenge colleagues to ensure we are always led by insight, seizing opportunities and taking accountability for providing an excellent supporter experience</p>	<p>10. Demonstrate a strong personal commitment to delivering impact through collaboration, using your influencing skills to achieve mutual success.</p> <p>11. Use your communication skills to speak to people at all levels, managing relationships with internal teams and external agencies to ensure integrated, high quality delivery of our fundraising activities</p> <p>12. Apply your proven experience of developing holistic supporter communication strategies to ensure demonstrable income growth and increased engagement (S)</p>

Qualifications – Qualifications you need to carry out this role

N/A