

SUPPORTER RETENTION MANAGER



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WELLNESS WALK
DIABETES UK

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: Supporter Retention Manager

Contract type: FTC 12 months

Hours: Full Time

Band: 5

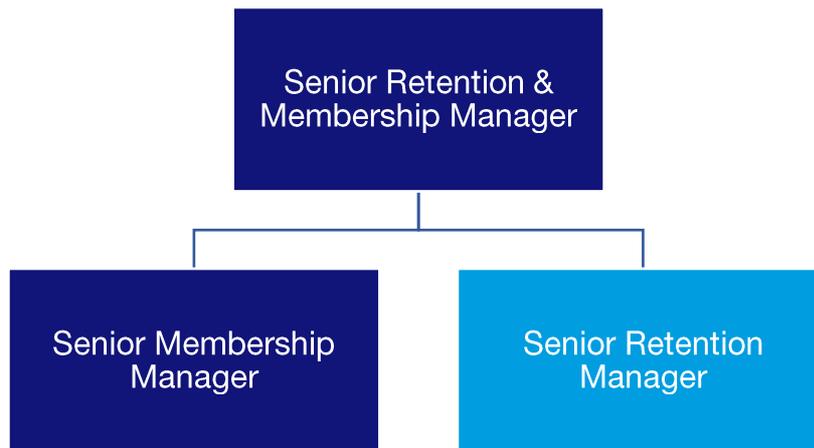
Key relationships (internal and external): Individual Giving, Finance, Print Supplier, Creative Supplier, Data Selections, Engagement & Fundraising

Key focus of the role: Project manage and deliver a variety of campaigns and activities for our existing supporters. The role will plan, develop, and test new initiatives across multiple channels, personalised content and delivery. In this role you will engage with existing audiences through the promotion of a variety of products including gaming, regular giving, and cash and membership to maximise net income and to provide supporters with a meaningful supporter experience that builds engagement, loyalty and maximises income.

Directorate and team

This role sits in the [Individual Giving Team](#) in the [Engagement & Fundraising 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:

- Project manage and deliver a variety of campaigns and activities for our existing supporters
- Plan, develop, and test new initiatives across multiple channels with personalised content and delivery
- Engage existing audiences through the promotion of a range of products, including gaming, regular giving, cash appeals, and membership
- Maximise net income while providing supporters with a meaningful experience that builds engagement, loyalty, and long-term support

You will have experience in:

- Individual giving fundraising techniques and campaign management
- Managing budgets effectively and using data analysis to inform decisions and maximise results
- Designing and delivering successful supporter journeys that improve experience, engagement, and retention across a wide range of formats and channels
- Managing supplier relationships and project deadlines

You will have skills in:

- Data management and analysis
- Budget management and analysis
- Communicating with influence

You will have knowledge:

- Individual Giving products and campaigns
- Fundraising regulations and data protection requirements
- Data protection and management

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

I make change happen

- Collaborative and strong team player – proactively seeks solutions to progress Strategic Programmes and remove obstacles. Aligns to ambitions of charity and gets things done. Delivers on commitments. Strong evidence of proactively enabling funding of work.
- Evidences a commitment to EDI and tackling inequalities with the courage and confidence to enable team to stretch themselves in these areas

I put people first

- Puts the needs of people with diabetes first. Committed to co-creation and co-development with people with diabetes and seeks evidence of customer needs to make work relevant.
- Respects colleagues and is kind. Sees positive intent in those they work with. An enabling and empowering leader.

I keep things simple

- Has a strong focus on productivity and cost effectiveness keeping things as simple as they can be.
- Makes decisions and empowers others to make decisions within and across teams. Takes accountability. Doesn't avoid tough decisions.

I am driven to know more

- Seeks external insights to shape our future work and sees reality for what it is and ambitious for the future of diabetes.

- Reflective approach and supports others to do the same.

Qualifications/professional membership (if applicable):

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.

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

Call **0345 123 2399**

Visit diabetes.org.uk

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

