

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



HEAD OF DATA & INSIGHT

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: Head of Data & Insight

Contract type: Fixed Term Contract - 18 months

Hours: 35 (full time)

Band: 3

Key relationships (internal and external):

Internal – Executive Team, Strategic Delivery Group, Heads of Teams including Fundraising, Information Technology, Marketing; Legal & Compliance; Services, Communities & Improvement; Research. The role will also be involved in key decision making groups, such as the Strategy Delivery Group.

External – Agencies, and service providers; peers in other organisations.

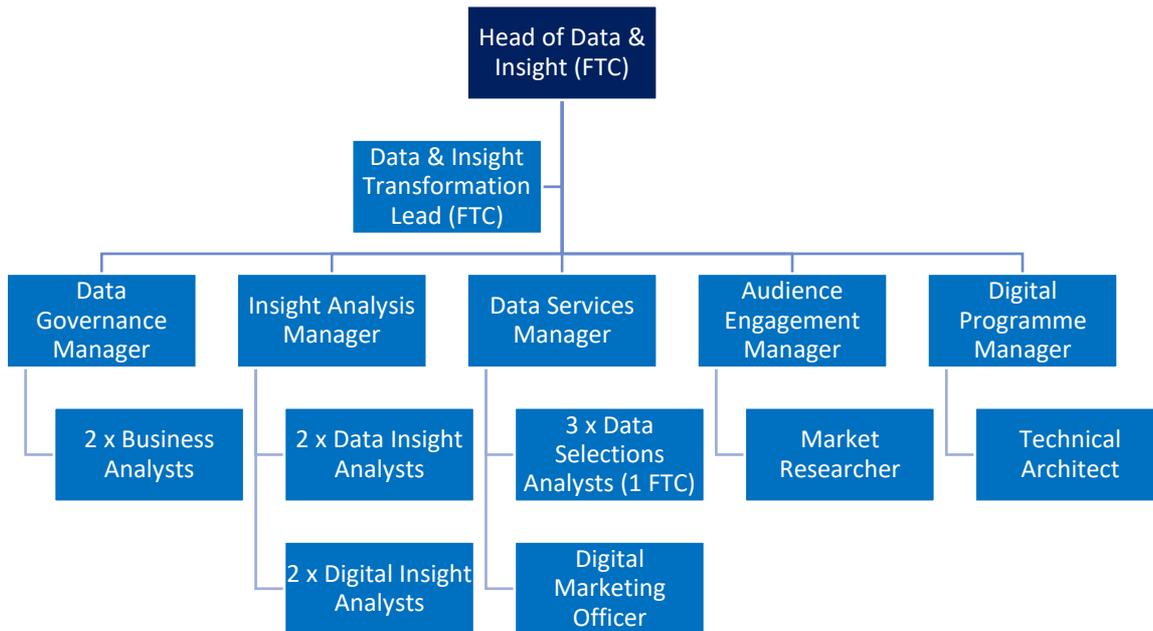
Directorate and team

Key focus of the role:

This is an exciting opportunity to lead a new team which aims to build on our recent investments in data infrastructure to deliver the goals of our data strategy and the benefits of the Better Data Programme. These goals are to have greater impact, increased agility and give our customers the best experience. The new team brings together responsibility for key elements of the data lifecycle in a centre of excellence to provide actionable insight to colleagues across the charity and ensure the decisions we make are informed by relevant data.

This is a role for a change maker and will have responsibility for driving and maturing our capabilities in how we manage, govern and leverage our data. The postholder will have a range of expertise that spans an understanding of big data, customer engagement, relevant technology, reporting and applying that to enabling the delivery of strategic ambition.

The role will be pivotal in planning and developing our capabilities, establishing core competencies and establishing a roadmap to meet the vision and ambitions of the data strategy to cover the now, next and beyond.



Person specification

You will be able to:

Deliver data strategy and governance:

- Drive a new strategic approach to data and insight use within the charity so that we realise the data strategy vision and the remaining benefits of the Better Data Programme
- Prioritise, design and implement data initiatives that will significantly improve engagement, income and/or impact
- Establish and improve data governance frameworks, policies, and standards
- Work with colleagues (e.g. IT, compliance) to ensure regulatory compliance and other data relevant risks are identified and managed
- Be the guardian for the charity to ensure appropriate use of sensitive data, that data ethics are complied with and sensitive data is securely held
- Have overall responsibility for data quality, data integration, and data lifecycle management
- Collaborate with IT teams to develop and maintain cost effective data infrastructure and systems
- Apply data related expertise to enable Diabetes UK to achieve its Ambitions and other impact for those impacted by diabetes

Lead and develop a new team and drive new ways of working:

- Lead, build and develop a team that has the capabilities to deliver our data strategy goals and investment benefits

- Transition to a team of experts who drive cultural change around data and insight, supporting the current team through that change
- Build on knowledge and expertise and map areas for development over coming years
- Promote the new team to the organisation and create appetite for new ways of working

Increase customer engagement:

- Use the voice of our customers to drive decisions
- Lead a step change in how we deliver multi activity customer engagement across all we do
- Develop and deliver against key KPIs to drive volume, value and tenure of engagement with customers
- Embed audience understanding across the charity, enabling a joined up view of our customers through segmentation, research and analysis

Increase an analytical data approach:

- Drive data-driven decision-making across the charity by providing clear and audience centric actionable insights (e.g. through visualisations and storytelling)
- Lead data analytics initiatives, including predictive modelling, what/if scenarios and business intelligence, utilising emerging technologies such as AI, as appropriate
- Foster a culture of knowledge sharing and data literacy and promote data-driven practices
- Enrich insights by building capability and delivering the integration of relevant external data

Collaborate effectively with stakeholders

- Influence at all levels of the charity to help embed data led decision making, data literacy and best practice
- Create a community of best practice around use of data
- Work closely with leadership and teams to drive customer focussed decisions
- Collaborate with external partners, vendors, and regulatory bodies
- Communicate data-related initiatives and progress to stakeholders

Optimise use of innovation and technology:

- Stay informed about emerging data technologies and trends
- Evaluate and implement data tools, platforms, and solutions, embedding key tools where possible
- Drive innovation through data-driven initiatives

You will have experience in:

- Setting up and inspiring new teams, ensuring they can see the strategic impact we are seeking to make
- Building relationships with and influencing internal stakeholders at all levels across the organisation to ensure delivery of cross-functional benefits

- Complex change management
- Creating and applying data led insights to innovate delivery
- Reporting and translating complex information into clear, narrative driven actionable information

You will have skills in:

- Use of CRM systems, preferably Microsoft Dynamics 365
- Selections tools in particular FastStats
- Analysis tools such as SQL, Python/R, Excel, Tableau, Power BI
- Use of Dotdigital
- Use of other platforms such as SMS
- Coaching and developing line reports and colleagues in new skills
- Excellent organisational and prioritisation skills to be able to manage multiple deadlines and activities

You will have knowledge:

- Knowledge of the charity sector (preferably fundraising charities) and how to make change happen within it
- Knowledge of measurement and evaluation approaches in the charity/not for profit sector

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):

- Preference for familiarity with key data tools such as Python, Power BI etc

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

