

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



**ASSISTANT DIRECTOR OF
FUNDRAISING**

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.

We're committed to protecting and promoting the welfare of children and adults at risk, and we need our staff and volunteers to support this.

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: Assistant Director of Fundraising

Contract type: Permanent

Hours: 35

Band: 2

Key relationships:

Internal - Executive Team, Assistant Directors & Leadership Groups, Fundraising and Marcomms directorates, Board and Committees

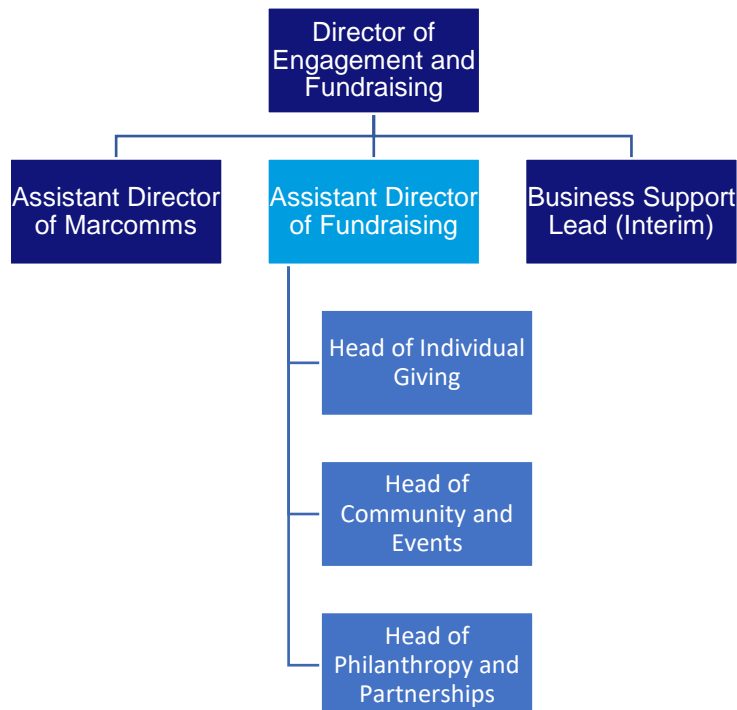
External – Key strategic partners and donors; suppliers and sector peers

Key focus of the role:

This role focusses on development and delivery of our fundraising strategy to support the work of Diabetes UK. You will work with teams across the organisation to engage supporters across the fundraising programme, growing long term, high value income from partners and donors, growing our membership and legacy programmes, and events and community activity.

Directorate and team

This role sits in the Engagement and Fundraising Directorate:



Main responsibilities

- Develop and deliver our fundraising strategy, seek opportunities to grow net income and support our strategic breakthroughs
- Motivate and develop a high performing team of fundraisers
- Monitor our financial performance, driving successful results whilst using our resources efficiently to increase margins
- Drive successful growth in our high value giving portfolio, and supporting relationships with key supporters and partners
- Influence across the charity to ensure teams have what they need to succeed, in particular with Marketing & Communications; Research; Services, Campaigns & Improvement, Strategy & Planning, Finance and IT
- Ensure the team's needs are met in delivery of our new Better Data (CRM) programme
- Focus on long term engagement, measuring this through our impact evaluation framework to drive
- Take a customer focussed approach, using audience insight and research to drive improvements to our work
- Drive innovation across fundraising, especially within digital channels.
- Collaborative to deliver a multi faceted campaigns delivering across multiple strategic goals
- Be a Co-Lead across our breakthrough programmes
- Ensure all fundraising activities are compliant with relevant regulations and legislation
- Keep abreast of developments across the sector, implementing new technologies and developments to drive improvements

Person specification

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)

You will be able to:

- Think strategically to drive long term growth and change
- Inspire and lead a talented multi-disciplinary team
- Be entrepreneurial, looking for new opportunities and audiences
- Lead using needs of customers, driving growth and change using data and insight

- Innovate and develop activity using performance data
- Lead relationships with high value partners and donors
- Collaborate and co-create with a wide range of colleagues
- Think flexibly, understand the needs of others as well as your own team
- Lead, input to and understand our strategy and breakthroughs beyond your immediate areas of responsibility

You will have experience in:

- Working at a senior level, including with trustees and boards
- Optimising performance, using our resources efficiently to drive performance
- Leading on complex areas of work involving data and research
- Working in a fast moving, sometimes complex world

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 skills in:

- Developing long term strategies, budgets and plans for growth
- Delivery of complex plans, on time and budget
- Taking both long and short term views – seeing how the fundraising programme can deliver growth now, and into the future
- Understanding complex data, driving decisions through excellent use of data and insight

You will have knowledge:

- The full range of fundraising disciplines
- Fundraising regulation and legislation

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

I make change happen

- A collaborative and strong team player – proactively seeks solutions to progress breakthrough 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):

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 the benefits we offer you.



Annual Leave

We want 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 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 careers goals, including offering a wide range of training, which happens throughout the year.



Gym membership

We have a gym membership discount through our cash healthcare provider. You can use this at a wide variety of gyms around the UK.

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

