

DATA & INSIGHTS TRANSFORMATION LEAD



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 our 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 our people and volunteers. We have a friendly and inclusive culture, with a wide 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 [EDI Strategy Branded version 22 March 2023.pdf](#) which is available on our Diabetes UK website.

Our vision is a world where diabetes can do no harm. Join us today, and together, we can make that a reality.



JOB DESCRIPTION

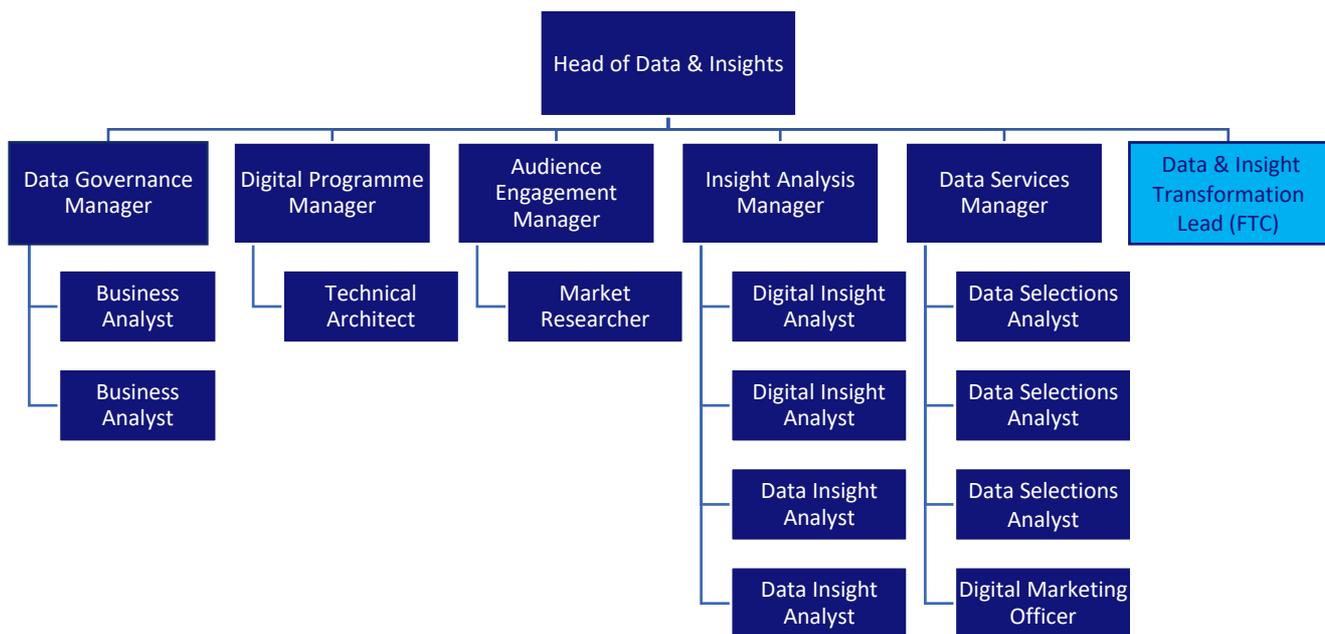
Role title:	Data & Insights transformation Lead
Contract type:	Fixed Term Contract - to 28th February 2027
Hours:	35 hours per week (full time, some flex with minimum of 24 per week)
Location:	Office based with 1 day a week in the office (WLH, London)
Band:	4
Key relationships (internal and external):	
<i>Internal:</i>	Heads of Teams including Strategy & Planning, IT, Engagement & Fundraising, Services Communities & Improvement, Marketing, Media, Legal and Compliance, and Executive Team
<i>External:</i>	Any supplier agencies
Key focus of the role:	
The role will support the Head of Data & Insight in building and evolving a newly created team as a centre of excellence in customer understanding and insight generation across the charity to enable it to deliver its vision and strategic ambitions. To provide strong and rigorous project and change management to refresh and execute the new Data Strategy enabling best in class a 360° understanding of its audiences including donors, people with or at risk of diabetes and professionals within the provision of healthcare across the UK.	

Directorate and team

This role sits in the Data and Insights team in the Engagement and Fundraising Directorate

Diabetes UK has recently undergone a significant organisational change with the Data & Insights team being created in July 2025 from the centralization of several specialist teams spread across the organisation. The remit of the new team is to work across the entire organisation and drive a culture of data driven decision making that impact on the charity's ambitions.

Data & Insights Team



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:

Best in Class ways of working & collaboration

- Promote the new Data & Insight team to the wider organisation and support its transition to more effective ways of working which both reinforces the teams repositioning as a team that works across the entire organisation and realises benefits from investing in a new CRM and Data Hub eco-system
- Support the development and upskilling of a team of experts to ensure we have the capabilities to deliver the data strategy's goals and vision
- Define and drive adoption of a self-serve culture and improved data literacy
- Build on knowledge and expertise gained and map areas for development over coming years
- Support the Head of Data & Insight to work closely with leadership and their teams to drive customer focussed decisions
- Influence at all levels of the charity to help embed data led decision making, data literacy and best practice

Embed data strategy and governance:

- Project and change management and change control processes to support the continued development and execution of data workstreams to realise the refreshed data strategy and its benefits
- Track the and quantify the benefits realised through the recent Better Data Programme and deployment of a new D365 CRM system and ensure lessons learned are acted upon in the refreshed data strategy

Oversee excellent data management:

- Oversee data integration, master data management and data lifecycle
- Collaborate with IT teams to deploy and maintain data infrastructure and systems aligned to our data strategy

Drive customer engagement

- Provide support to embed audience understanding and consumer centricity across the charity, enabling a joined-up view of our customers and the impact of our activities
- Support a step change in how we deliver multi-activity customer engagement across all we do

Embed an analytical approach to using data

- Prioritise, design and implement data initiatives (e.g. through the application of data science to datasets) that will significantly improve engagement, income and/or impact
- Support the drive to a culture of data-driven decision-making across the charity by helping develop and deliver a change roadmap
- Foster a culture of knowledge sharing and data literacy and promote data-driven practices
- Collaborate with external partners and vendors/suppliers, and drive best practice in supplier relationship management
- Communicate data-related initiatives and progress to stakeholders

You will have experience in:

- Delivering complex change management projects
- Reporting and translating complex information into clear, narrative driven actionable information
- Managing and developing data systems to support the delivery of organisational goals, particularly those that support customer engagement (e.g. CRM systems)
- Building relationships with and influencing internal stakeholders at all levels across the organisation to ensure delivery of cross-functional benefits

You will have skills in:

Essential

- Use of CRM systems, preferably Microsoft Dynamics 365
- Microsoft Azure
- Excellent organisational and prioritisation skills to be able to manage multiple deadlines and activities
- Data analytics, data operations and governance
- Experience in evaluation of new analysis tools and transitioning from legacy to new
- Coaching and developing colleagues in new skills and ways of working
- Power BI
- MicroSoft Fabric and Purview for hosting and maintaining Data Hubs

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
- Data management
- Data ethics

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

- Able to look across a range of strategic ambitions, looking for connections and ways to integrate
- Driven to seek continuous improvement and increase efficiency through implementation of new tools and techniques for data management and data analysis
- Accountable and decisive
- Able to network and influence across a whole organisation
- Proactive and able to work autonomously
- Calm Under pressure
- Customer centric and driven by audience need
- Be a team player and able to promote both their team and the wider Data & Insights team

Qualifications/professional membership (if applicable):

- Prince2, Lean Six Sigma or similar project and change management qualifications would be desirable

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

