

National Director Wales



Goodson Thomas
Executive Search, Corporate Insight

In Partnership With

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WELLNESS WALK
WELSH PATH

DIABETES UK
FOR SUPPORT VISIT diabetes.org.uk

Welcome and introduction from the Director of Services, Communities & Improvement

Thank you for your interest in the role of National Director for Wales at Diabetes UK.

More people than ever are living with diabetes, and more people than ever are at risk of developing type 2 diabetes. Across the UK, around 1 in 5 people – 12 million individuals – are either living with diabetes or at risk of it. This is a growing and urgent challenge, and one that requires strong, visible leadership at a national level.

Diabetes UK was founded over 90 years ago by Dr R D Lawrence and H G Wells, united by a determination to ensure that everyone who needed insulin could access it. Today, that same commitment drives us. We work alongside people living with all forms of diabetes, those at risk, and healthcare professionals, ensuring their voices shape everything we do.

We have played a leading role in advancing diabetes care and research in the UK – from supporting breakthroughs such as type 2 diabetes remission, to helping establish the National Diabetes Prevention Programme, and investing in innovations including insulin delivery and artificial pancreas technologies. We continue to support cutting-edge research, including work to prevent type 1 diabetes and develop new treatments.

At the same time, the challenges facing people affected by diabetes remain significant. Health inequalities continue to drive poorer outcomes, and access to care can vary widely depending on where people live. In Wales, as elsewhere in the UK, there is a critical need to address variation in care, improve prevention, and ensure that services are designed around the needs of people and communities. Tackling inequity is therefore central to our approach.

There is also real reason for optimism. Scientific progress, digital innovation, and a growing focus on prevention and integrated care create new opportunities to transform outcomes. Diabetes is at the forefront of many of the changes happening across health and care systems, including the shift towards community-based services and earlier intervention. Diabetes UK plays a key role in shaping these developments, working closely with partners across the NHS and the wider voluntary sector, including through the Richmond Group.

WE have an ambitious five-year strategy, underpinned by our research strategy. At its heart are two clear aims:

- to help people live well and longer with diabetes; and
- to cure or prevent diabetes, both type 1 and type 2.

The National Director for Wales will play a critical role in delivering these ambitions within the Welsh context – providing strategic leadership, building strong partnerships across health and social care, and ensuring that the needs and experiences of people living with diabetes in Wales are at the centre of what we do.

We are looking for an outstanding leader with deep experience of health and care systems, a strong commitment to tackling inequalities, and the ability to influence at the highest levels. This is a role with real scope to shape policy, drive system change and improve outcomes for people across Wales.

We are ambitious for what we can achieve and are looking for someone who shares that ambition. If you believe you can help us deliver meaningful change for people affected by diabetes in Wales, we would be delighted to hear from you.



Dr David Chaney
Director of Services, Communities & Improvement
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 90 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. Please find more on our strategy here [Diabetes UK Strategy](#)

We're a really diverse bunch and we recognise and respect your value as an individual.

Tackling Inequity 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.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: National Director- Wales

Contract type: Permanent

Location: Office based- Cardiff (Able to travel both in Wales frequently and across the UK to fulfil the requirements of the role).

Hours: 35 hours per week (Able to work some evenings and weekends)

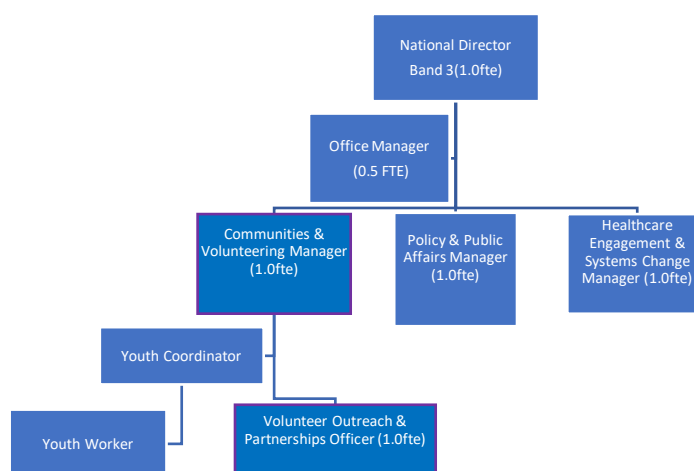
Band: 3 (£59,682-£66,312)

Key relationships (internal and external): Internal: Executive team, Heads of teams, teams across the organisation, Wales Advisory Council, all-Wales Diabetes Implementation Group, Voluntary group chairs and office members, volunteers. **External:** Senior civil servants, Ministers and politicians, Senior players in the health service, All Wales Diabetes Implementation Group, Media, Directors and CEOs of other third sector organisations

Directorate and team

This role sits in the [Wales Team](#) in the [Services, Communities & Improvement 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:

Provide inspiring and effective leadership to our Wales team, driving meaningful improvements in diabetes care and outcomes by influencing and working in partnership with government, the NHS and partners across the statutory and voluntary sectors.

As part of the wider leadership of Diabetes UK, you will

- Contribute to the development and delivery of key priorities aligned to the Diabetes UK strategy and the Wales diabetes plan so that it is in line with our organisational outcome goals and responsive to local needs and issues.
- Contribute to the strategic direction of the organisation and play a key role in the Services, communities & Improvement Leadership Team.
- Actively participate in an ambition steering group, leading and supporting work to drive improvement for people living with or at risk of diabetes.
- Lead the strategy for volunteer and community engagement in Wales so that groups, individual volunteers, and local community organisations are actively engaged with Diabetes UK strategy and so that we grow the support we can provide people with diabetes at a local level
- Influence and deliver change in policy and practice both nationally and locally so that people with diabetes have better health and quality of life outcomes. This includes strategically deploying a full range of influencing tools: campaigns, media, lobbying, policy work, partnerships, public engagement, and quiet diplomacy.
- Oversee the Wales Advisory Council so that it provides strategic support to the Wales team in delivering change
- Develop and strengthen relationships with Welsh Government Department of Health, Public Health Wales and commissioning teams to promote improvement in diabetes care.
- In collaboration with the Healthcare Engagement & Health Systems Change team, develop the strategy for engaging with local Healthcare Professionals (HCPs) and their representative organisations to enable us support, educate and challenge them to deliver high-quality care for people living with diabetes.
- Raise awareness of diabetes across Wales so that people better understand the condition, can take appropriate action and those in positions of influence implement appropriate policies.
- Act as the spokesperson for Diabetes UK Cymru with local and national media
- Oversee the day to day running of the Wales office including managing the annual income and expenditure for Diabetes UK Cymru.
- Be accountable for implementing core Diabetes UK compliance policies in Wales including health and safety, safeguarding, GDPR etc

You will have experience in:

- Working in Partnership with the Department of Health & Social Services, local health boards and PHW to improve the delivery of effective care. Raising awareness of long term conditions to get better prevention interventions for the most high-risk groups and to see early diagnosis of improved
- Work with and engage health care professionals so that we educate, challenge, and support them to deliver better health care for people living with a long term condition.
- Powering up the volunteer and local communities / partners in Wales so that there is strong growth in Volunteers and local partner organisations to deliver our strategy and support local communities
- Evidence of strong strategic thinking and influencing both at a national and at a local level to make change happen; strong ability to decide on influencing targets, planning, delivery, and measurement of impact
- Experience of stakeholder management at senior level, building strong partnerships that deliver change
- Experience of building productive relationships and able to communicate in a compelling way with a wide range of people, demonstrating strong personal credibility and excellent interpersonal skills
- Be able to manage projects, able to set collective objectives, set plans, track progress through KPIs and reframe plans as needed; prioritising and seeking critical information
- Will have experience of bringing in resources through effective cross team working and through external engagement; and proven track record of managing budgets and resources effectively
- Will have experience as a senior manager of developing and leading a high performing team to deliver successful improvements in care for people living with a long-term condition.
- Experience of systems level thinking and this approach may be used to drive change in diabetes care in Wales
- Demonstrate experience of working in communities experiencing inequalities and confidently work with vulnerable people and those with complex needs as well as with the general public
- Have experience of working with and through volunteers, communities, and local partners to drive change at a local and national level.
- Experience of working with other senior managers and teams to have an influence on the wider organisation to build a high performing culture and recognise the needs of Diabetes UK Cymru

You will have skills in:

- Demonstrate strong personal organisational skills and drive to get things done
- Demonstrate strong leadership and building and sustaining high performing teams
- Analyse situations thoroughly and creatively, demonstrating a wide range of thinking, confidence and good judgement with the ability to help teams in decision making
- Influence others to get things done and inform decisions being made elsewhere, internally, and externally including in complex projects
- Develop others so that they grow and thrive and develop teams so that they have a high level of participation and commitment to shared goal.

You will have knowledge in:

- Strong knowledge of the Welsh health and social care system, including the policy, commissioning and delivery landscape relevant to diabetes and long-term conditions.
- Good understanding of health inequalities, community needs and the factors that influence access to care and outcomes for people living with or at risk of diabetes.
- Knowledge of how to influence system change through partnership working, public affairs, community engagement and collaboration with statutory and voluntary sector organisations.

Qualifications/professional membership (if applicable):

- Ability to communicate in Welsh is desirable
- Have a driving license and access to a car for work purposes.

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

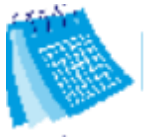
- Seeks external insights to shape our future work and sees reality for what it is and ambitious for the future of diabetes.
- Reflective approach and supports others to do the same.

Remuneration and Benefits

The salary offered is £59,682 - £66,312 alongside several benefits, with some highlighted below, please enquire if you'd like the full list.

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.

Below is a list of some of our benefits that we offer, but we do offer much more than this. If you would like to find out more about the benefits, we offer then please do ask.



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. There's also an additional



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%. Once you have been in post for 2 years, if you increase your employee contributions to 4%, Diabetes UK will increase the employer contributions to 6%. If you increase your employee contributions to 5%, Diabetes UK will increase the employer contributions to 7%.



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.

Timeline and Process

Step One - Exploratory Interviews, 11th June – 12th July 2026

The first step is the option to undertake an exploratory interview with one of our consultants. These conversations last 30 – 45 minutes. It is your opportunity to learn more about the organisation and the job role, and our chance to explore your background and experience to date. This is a two-way conversation, and the opportunity to begin exploring your fit to the role and equally, whether the opportunity is a fit for you. This is not compulsory; candidates may apply without this.

Step Two – Application, midday, 13th July 2026

We will ask you to submit an updated copy of your CV, along with a supporting letter outlining your fit and the value you bring to the role, as well as why this opportunity, and this organisation, appeal to you. You can apply at any time ahead of midday on the 13th July.

Step Three – Shortlisting, mid July 2026

When the candidate pool is presented to the client, Goodson Thomas work alongside the panel to support in the shortlisting discussions. Our role is to objectively advocate for your experience and the value you bring based on the content of your application and our discussions at the exploratory interview stage. Should your application not be shortlisted, we will make contact with you and share all relevant feedback from the meeting.

Step Four – Interviews, W/C 27th July 2026

Then, we hand over to the client to conduct their assessments and meet with them when all interviews have been concluded to receive their decision.

Step Five – Outcome

When the outcome is decided, we make contact with ALL candidates and notify them of the outcome, sharing feedback where necessary. For the successful candidate, we will present the client offer and – once verbally accepted – we will take receipt of your referee details and carry these out on the client's behalf before handing over to your new employer to make a formal offer. Please note that all job offers are subject to you providing acceptable evidence of your eligibility to work in the UK, satisfactory references, and a DBS check if required.

How to Apply

To support in the search and appointment of this role, we have exclusively retained **Goodson Thomas**, an Executive Search consultancy.

For an informal discussion, please contact the **Goodson Thomas** team on **029 2167 4422** or info@goodsonthomas.com

To apply please submit your CV and Covering letter via the [Goodson Thomas Website](#) via the 'Apply now' button.

Diolch