

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



MASS PARTICIPATION MANAGER

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: Mass Participation Manager

Contract type: FTC 12 Month Maternity Cover

Hours: 28

Band: 5

Key relationships (internal and external):

Fundraising and Engagement directorate, Fundraising Events Team, Strategic Marketing, Brand and Creative, Business Support, Data & Insight, Media agency, fundraising agencies, materials suppliers, supporters, and event participants

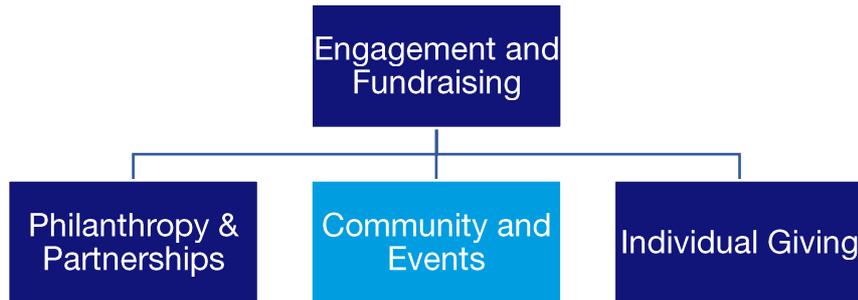
Key focus of the role:

You will lead on the development, project management and delivery of virtual mass participation fundraising events. This includes growing current events, as well as piloting and testing new events. Working closely with colleagues across the organisation, you will support high impact marketing of our products, maximise value and provide an excellent supporter experience.

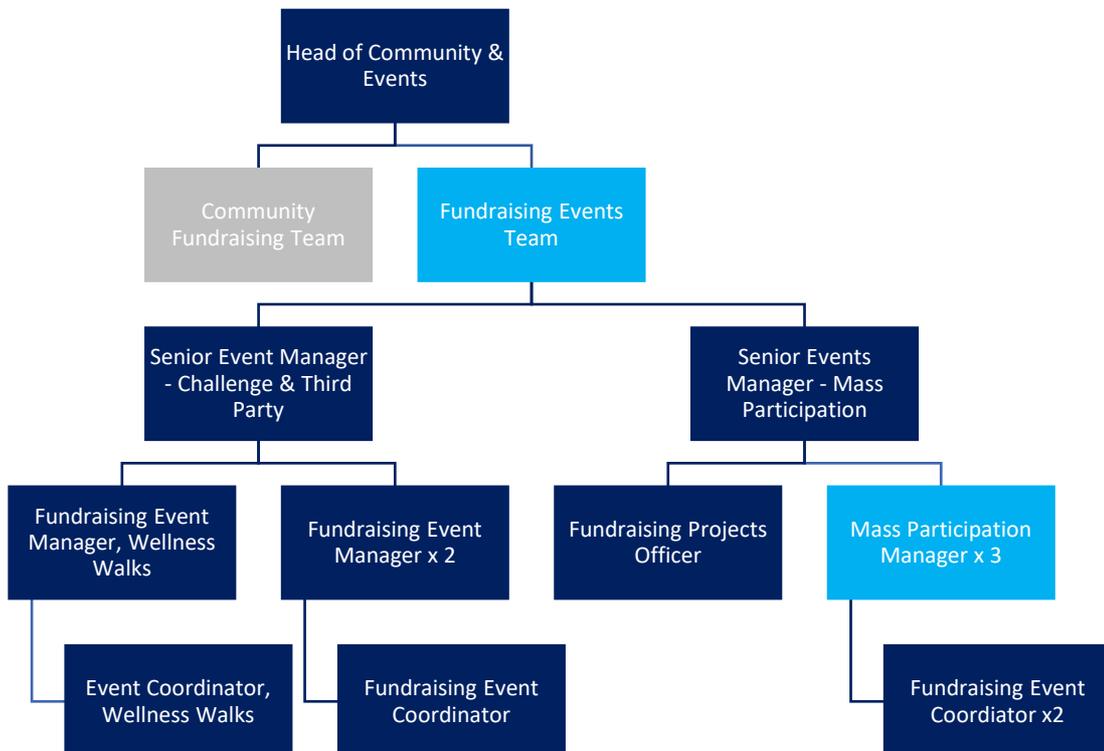
Directorate and team

This role sits in the [Community and Events Team](#) in the [Engagement and Fundraising Directorate](#)

Department



Role and reporting line



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:

- Organise your time to an excellent standard, demonstrating clear evidence of effective planning, project management and logistical delivery of events
- Take a supporter-driven approach, able to deliver an excellent supporter experience to maximise conversion, retention and grow average gifts
- Communicate effectively with the ability to build positive working relationships, influence decisions and deliver results through others
- Collaborate, demonstrating confidence in liaising with external stakeholders, such as online platforms and media agencies, to get the most effective and efficient results for Diabetes UK
- Analyse and interpret supporter data, to help Diabetes UK make robust decisions based on learning
- Demonstrate financial acumen, able to build and manage ambitious budgets, clearly communicating and responding to financial risk

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 experience in:

- Delivering fundraising events or large marketing campaigns
- Delivering virtual fundraising challenges - desirable.
- Developing positive long-term relationships with a wide range of supporters, adapting your approach to suit the needs of the donor

- Effectively managing multiple and, at time, conflicting priorities whilst clearly communicating and managing expectations for delivery
- Project management, with the ability to clearly communicate roles and responsibilities to deliver effectively through others
- Working to Key Performance Indicators (KPIs) and financial targets
- Leadership, with experience managing employees or volunteers – desirable.
- Evaluating events and making continuous real time improvements based on a data led approach

You will have skills in:

- Event delivery, understanding the key components of creating and delivering excellent event experiences
- Translating and communicating impactful messaging and data through different communication channels
- Building supporter journeys and delivering excellent supporter experiences that maximise fundraising metrics
- Delegation, able to effectively communicate tasks and drive results through others

You will have knowledge of:

- Different marketing channels, to contribute to high impact and multi-channel marketing strategies
- Fundraising metrics, and techniques to influence key performance indicators such as activation, average gift and retention
- Fundraising law, GDPR and compliance surrounding fundraising events
- Financial planning and budget management, with the confidence to produce monthly commentary and mitigation plans as necessary
- The wider fundraising and events market, identifying opportunities and threats to our portfolio
- Innovation methods, and techniques to develop and scale events – desirable.

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

I make change happen

- Collaborative and strong team player – proactively seeks solutions to enhance event performance and remove obstacles. Aligns to ambitions of charity and gets things done. Delivers on commitments.
- Evidences a commitment to EDI and tackling inequalities. Welcomes different ideas and recognised the benefits that diverse perspectives can bring.
- Has a strong data led approach to solution development and problem solving, with a strong ambition for the performance of our events.

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.

I keep things simple

- Has a strong focus on productivity and cost effectiveness keeping things as simple as they can be.

I am driven to know more

- Seeks external insights to shape our future work and uses learnings from the wider sector to develop and implement improvements to our events.
- Reflective approach and supports others to do the same.

Qualifications/professional membership (if applicable):

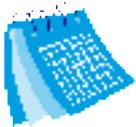
N/A

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

