

**DiABETES UK**  
KNOW DIABETES. FIGHT DIABETES.



**COMMUNITY FUNDRAISER  
WEST MIDLANDS**

# 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:** Community Fundraiser – West Midlands

**Contract type:** 12-month maternity cover

**Hours:** 28 hours (part-time)

**Band:** 6

**Key relationships (internal and external):**

The wider Community & Events Fundraising Team, Regions and Nations, Volunteering, Media, Volunteers, Individual supporters, Community Groups, Local Corporates, Local Media.

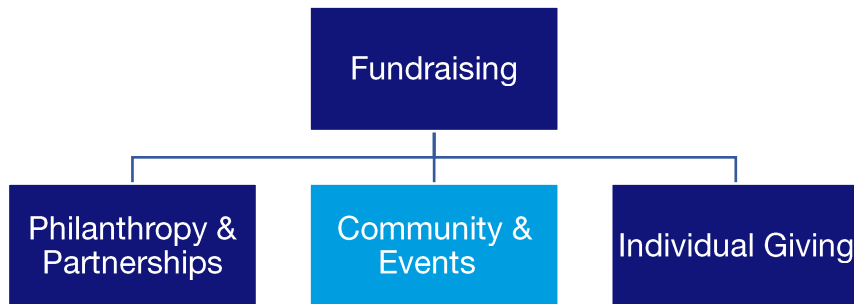
**Key focus of the role:**

To increase the contributions of individuals, groups and companies by developing and maintaining relationships with new and existing supporters in the West Midlands. You will also be responsible for exploring new fundraising opportunities and inspiring more people to raise money for Diabetes UK.

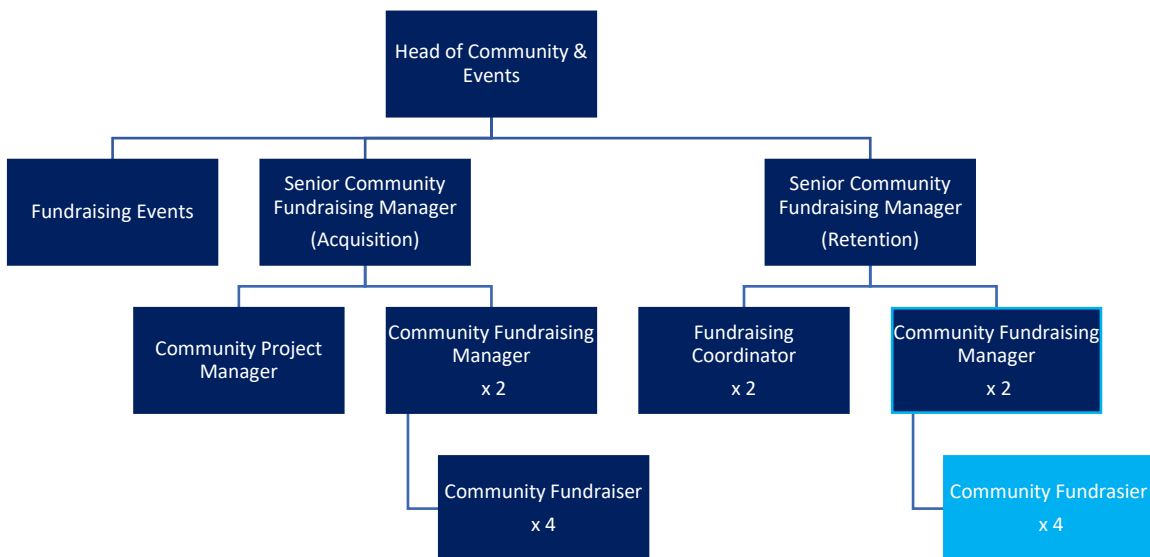
## Directorate and team

This role sits in the **Community and Events** Team in the **Engagement and Fundraising** Directorate.

## Department



## Role and reporting line



## Main responsibilities

As one of our regionally dispersed Community Fundraiser's, you'll be joining a busy team, where you will manage relationships with our key supporters with the primary purpose of generating income across a geographical area, through community fundraising activities. The successful candidate will be responsible for delivering income targets across the region by building strong relationships with individuals, local companies, community groups and volunteers, in line with our community fundraising strategy. You will also be responsible for the management and support of local third-party events in your region and in providing excellent stewardship to those supporters.

This role is home-based with regular travel across the region. There will also be regular travel to Diabetes UK offices for meetings.

## 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:

- Manage supporter relationships with a value of £500+ to maximise potential income growth and other opportunities.
- Build upon fundraising opportunities and approaches in your region, as and when they happen. Alongside this build a proactive, pipeline of fundraising opportunities, adding growth in your region.
- Support any third-party events within your region, and provide excellent stewardship to those supporters, building growth within this area of fundraising.

- Tailor and write communications for a variety of audiences, including volunteers, corporates, schools and community groups.
- Provide an exceptional level of supporter care, resulting in long-term relationships with Diabetes UK.
- Communicate effectively via phone, email, mail, face-to-face and digital channels e.g., social media
- Participate in project groups and workstreams to ensure your work at a regional level aligns to the Community Fundraising and Organisational strategies.
- Form positive relationships with Regional and National teams and Volunteering teams to promote regional fundraising initiatives and encourage collaboration.
- Collaborate with the events team to maximise opportunities to cross-promote fundraising activities and drive income higher.
- Keep abreast of community and sector trends, as you're your own local opportunities.

**You will have experience in:**

- Experience of working within the non-profit sector with a minimum one years' experience at Assistant or Coordinator level, preferably within Community fundraising.
- Experience of working in a home-based role, a self-starter who is comfortable managing a busy workload, being able to prioritise their diary including regular travel to meet supporters.

**You will have skills in:**

- Seek solutions to improve a supporter's experience with Diabetes UK, always putting the supporter first.
- Create persuasive presentations, applications and letters of support tailored to the appropriate audience.
- Use the database proactively to manage supporter relationships.
- Respond clearly and promptly to enquiries from the supporters through a variety of communication channels and provide an exceptional level of supporter care.
- Listen to the ideas and skills of others, in identifying how to improve delivery to your work.

**You will have knowledge:**

- Of best practice in managing supporters to maximise income growth, loyalty and opportunities for the organisation.  
Of using a CRM Database to keep supporters records up to date and manage their supporter journey.
- Of digital fundraising and registration platforms to manage events and supporter stewardship journeys.
- Of charity law and fundraising regulations.

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

- You are passionate about building relationships with your supporters and leading on income growth for your region.
- You have strong interpersonal skills which you can put in to practice with both external supporters and internal colleagues across Community Fundraising and the wider organisation.
- You are motivated by building relationships and achieving income growth for the charity you are part of.

Qualifications/professional membership (if applicable):

None applicable

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 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](mailto:recruitment@diabetes.org.uk)

Call **0345 123 2399**

Visit [diabetes.org.uk](https://diabetes.org.uk)

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

