

PUBLIC AFFAIRS & CAMPAIGNS MANAGER



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WELLNESS WALK
THAMES PATH

DIABETES UK
FROM CHAMPION. FIGHT DIABETES.

WHO WE ARE

We are Diabetes UK and it's our mission to tackle diabetes, day in and day out, until it can do no harm. One in five adults in the UK are living with diabetes or prediabetes, and we're determined to change that. Join us and together we can change the future of diabetes.

For the last 90 years, we'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.

We're committed to preventing diabetes where possible, improving daily life for those living with it, and ultimately finding a cure. We're also focused on tackling stigma and reducing inequalities faced by people at risk or living with diabetes.

We've got some really ambitious goals over the next few years and we're looking for people who share our ambition to help us stop the harm diabetes causes.

We can't do any of this without you.

Our 2026 -2030 strategy commits us to 3 ambitious outcomes: Prevention and Cure, Everyone included and Living Well with Diabetes. To read more about our strategy please click here [DUK-Strategy-2026-2030-compressed.pdf](#)

At Diabetes UK, we live and breathe our values:

We put people first – We recognise that people are individuals with different preferences, circumstances and needs. We collaborate with others, listen carefully and keep commitments.

We make change happen – We are ambitious to drive change with and for people living with diabetes. We challenge constructively if needed.

We're driven to know more – We find ways to share knowledge and insights with colleagues and take advantage of learning opportunities across the charity.

We keep things simple – Diabetes is complicated enough.

If these values resonate with you, we'd love to hear from you.



Colette Marshall

Colette Marshall
Chief Executive

JOB DESCRIPTION

Role title: Public Affairs and Campaigns Manager

Contract type: Fixed term (maternity cover)

Hours: 35 hours

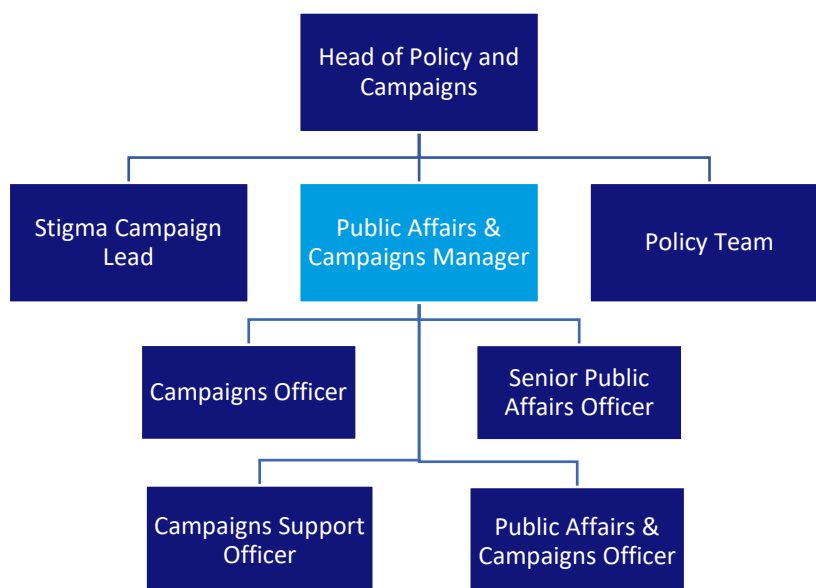
Band: 4

Key relationships (internal and external): Policy, Media, Strategic Marketing, Regions and Nations teams, Westminster politicians, civil servants, people living with diabetes

Key focus of the role: This post will shape and drive forward the delivery and evaluation of our influencing and campaigning work. You will lead collaboration with colleagues across the team and beyond to deliver high impact, evidence-based influencing strategies and campaigns. You'll also manage key stakeholder relationships across Westminster and Whitehall.

Directorate and team

This role sits in the Policy and Campaigns Team in the Chief Executive's Directorate



Key tasks and responsibilities

- Develop and lead influencing and campaigning strategies that secure policy and system change for people living with, or at risk of, diabetes.
- Oversee development and delivery of parliamentary and stakeholder engagement strategies to keep diabetes at the top of the political and health care agenda
- Translate complex policy and evidence into simple and compelling messages for decision-makers, stakeholders and supporters.
- Work collaboratively with colleagues in policy, media, regional and nations teams to deliver well-coordinated campaigns.
- Build effective relationships with Parliamentarians and other key stakeholders and represent Diabetes UK externally.

Person specification

	Criteria:		Assessed via:	
	E	D	A	I
Experience				
Working in a public affairs, campaigns or influencing role.	X		X	
Planning and delivering successful influencing strategies.	X		X	X
Securing policy change within the UK political or health system.	X		X	X
Organising engaging events, such as parliamentary receptions and APPG meetings.	X		X	
Team management		X	X	X
Knowledge				
UK Parliament and politics.	X		X	
UK health systems and life sciences policy.		X	X	
Skills				
Ability to represent the team externally, influencing and persuading parliamentarians and other stakeholders to support our plans and strategic goals.			X	X
Building effective working relationships internally and externally.	X			X
Developing strategies using a theory of change approach.	X			X
Project management.	X			X
Evaluating impact and using insights to improve performance.	X		X	X
Qualifications/Professional membership (if applicable)				
n/a				

E – Essential D – Desirable A – Assessed at Application I – Assessed at Interview

If you don't meet all the criteria listed but meet most and have transferable skills with a passion for our mission, you are still welcome to apply for this role.

If you are invited to attend an interview in person, we will reimburse reasonable travel costs excluding hotel or overnight stays.

Behaviours

All employees are expected to abide by our values and behaviours framework which can be found here [Combined general and people managers framework](#). Below are a set of behaviours that you will be expected to demonstrate in your application form and that will also be explored during your interview.

We keep things simple

- Be clear, when making a decision or sharing information, about who you are involving and why.
- Use clear, accessible language, avoiding jargon unless it's relevant to your audience.
- Challenge processes you work with that appear overly complicated and encourage the people you manage to do the same.

We Make change happen

- Be curious about what's happening within and beyond the charity to identify what has to change, making sure to clarify the root cause.
- Speak confidently about the impact we've made and our ambitions for the future.
- Drive improvements in your team's performance to enhance delivery, considering resources, budget and charitable impact.

We're Driven to know more

- Proactively look to learn more and share your new knowledge and insights with colleagues.
- Be open to questions from others, recognising that a challenge can help develop your own thinking.
- Keep up to date in your professional field, people management best practices, and current events, to bring fresh insights to drive and improve the work we do.

We put people first

- Recognise that people are individuals with different preferences, circumstances and needs.

- Encourage others to develop by giving them support, feedback and time.
- Prioritise the needs of people living with diabetes by making decisions that move us closer to a world where diabetes can do no harm.