

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



**COMMUNITY FUNDRAISING
MANAGER – LONDON & SOUTH**

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 Fundraising Manager

Contract type: Fixed Term Contract (maternity cover)

Hours: 35 hours per week

Band: 5

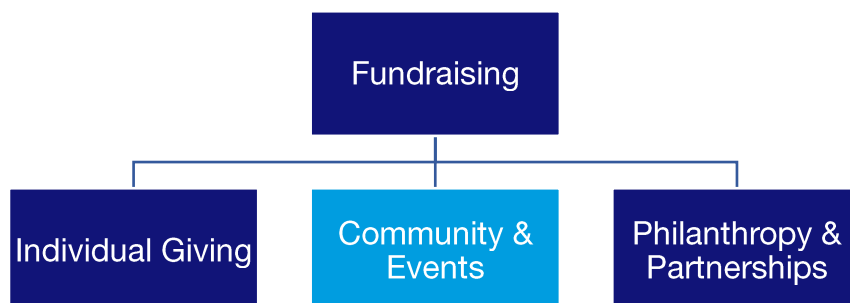
Key relationships (internal and external): Internal - the wider Community and Events Team, Regions and Nations, Volunteering Teams and Volunteers, Media team, Data, Legal and Compliance. External - individual supporters, organisations, corporate partners, online giving providers, fulfilment agencies, material suppliers, local media, general public, staff at other charities.

Key focus of the role:

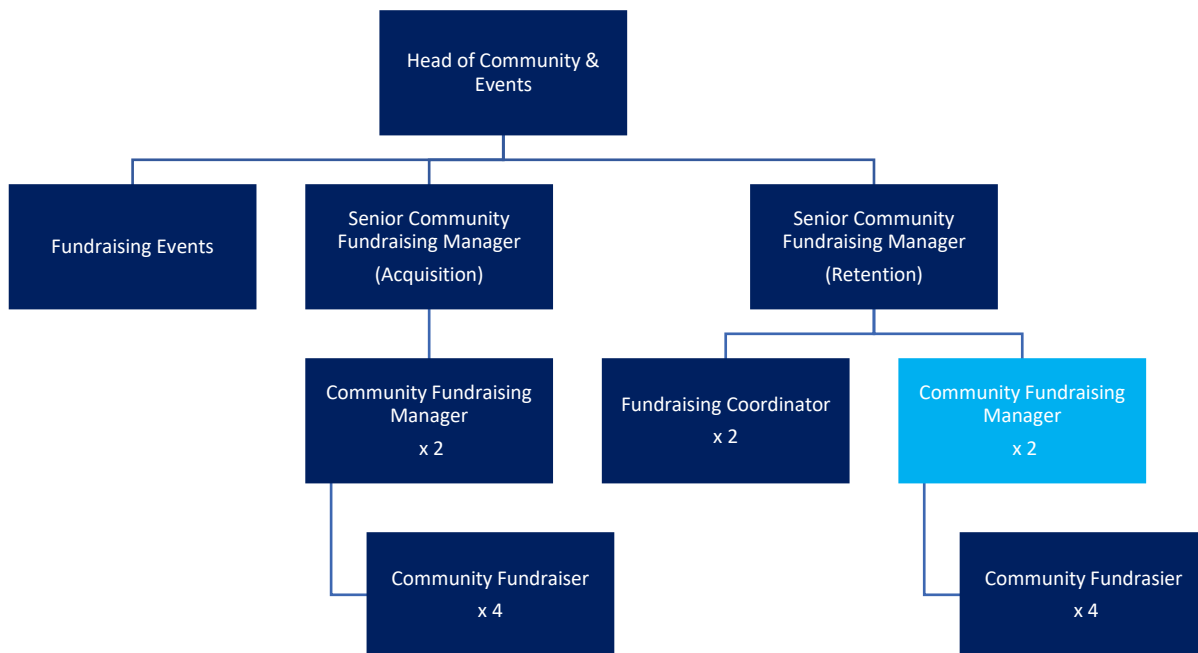
You will be responsible for overseeing the fundraising activity in a defined area of the UK, supporting the Senior Management Team to deliver the national Community Fundraising Strategy. You will manage your own patch, as well as supporting a team of regionally based fundraisers to increase our supporter base. You'll focus on creating amazing experiences for individuals, corporates and community organisations, building loyalty and lifetime value for the organisation.

Directorate and team

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



Role and reporting line:



Main responsibilities

- Responsible for overseeing the fundraising activity in a defined area of the UK.
- Focus on creating amazing experiences for individuals, corporates and community organisations, building loyalty and lifetime value for the organisation.
- Forge collaborative relationships to raise awareness of the charity's work, aims and goals.
- Deliver income, expenditure and participant targets within your region.
- Motivate, support and inspire a team of 2 Community Fundraisers to achieve objectives and KPI's.
- Support the Senior Fundraising Managers by contributing effectively to the delivery of the Community Fundraising Strategy.
- Work collaboratively with the other Community Fundraising Managers to share learning and best practise.

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:

- Develop and implement regional acquisition plans across your regions, identifying actions that will help you and your team build relationships and achieve sustainable growth.
- Confidently work to key performance indicators, delivering regular reporting and insight led recommendations to optimise your region.
- Demonstrate effective leadership, supporting development and creating the conditions for high performance.
- Form positive working relationships with Regional and National delivery teams to align planning and achieve maximum community impact.
- Demonstrate your ability to adapt communications to a variety of community audiences, creating bespoke and inspiring experiences using a mixture of face-to-face and digital communications.
- Encourage insight-driven behaviours within your team, creating opportunities to collect supporter data that can help understand audiences and identify local opportunities.
- Ensure an excellent standard of customer care is upheld across your region, meeting SLAs to provide an unparalleled experience and journey with Diabetes UK.
- Participate in cross-charity networking and working groups to ensure we are ahead of the curve and benefitting from sector knowledge and trends.
- Support and collaborate with the Events team to deliver any events in your fundraising area.

You will have experience in:

- Experience of working within the non-profit sector in a Community Fundraising role or equivalent.
- 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.
- Experience in relationship building, particularly gaining support or interest from new audiences, corporates, and driving loyalty in existing supporters.
- Experience working with a range of audiences, from individuals to corporate partnerships to community groups and volunteers.
- Experience of supervising staff or volunteers (or demonstratable transferable skills).

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 skills in:

- Seeking solutions to improve a supporter's experience with Diabetes UK, always putting the supporter first.
- Creating persuasive presentations, applications and letters of support tailored to the appropriate audience.
- Using the database proactively to manage supporter relationships.
- Responding clearly and promptly to enquiries from supporters through a variety of communication channels and provide an exceptional level of supporter care.
- Listening to the ideas and skills of others, in identifying how to improve delivery to your work.
- Discovering new avenues for support and utilising the opportunity for growth.
- Conducting regular 121s, development conversations and, where appropriate, performance management to lead and develop your team to success.
- Collecting insights that give you a robust understanding of your region, identifying regional trends and presenting these back to senior leadership to identify local and national opportunities.

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.
- Use of a budget and working to achieve income targets and KPIs
- Of digital fundraising and registration platforms to manage events and supporter stewardship journeys.
- Of charity law and fundraising regulations.
- Of your region geographically and locally, and the opportunities for income growth within it.

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 into 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.
- You are a self-starter, always looking for new opportunities for growth, but work well and thrive as part of a team, offering innovative approach and ideas as well as fundraising know-how.
- You are a leader and thrive on supporting and developing your team.
- You are proactive, using data and insight to identify and approach new individuals, groups and potential partners with confidence.

Qualifications/professional membership (if applicable):

N/A

Essential criteria:

- Full UK driving licence and access to a vehicle.
- Based within the London and South East region (Greater London, Sussex, Kent, Surrey).
- Willing to travel when needed across the region and to DUK offices (namely Taunton and London) as well as nationwide when needed.

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

Call **0345 123 2399**

Visit diabetes.org.uk

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

