

HEAD OF COMMUNITY AND EVENTS FUNDRAISING



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WELLNESS WALK
THAMES PATH

DIABETES UK
FROM DIAGNOSIS TO LIFE SUPPORT

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: Head of Community and Events Fundraising (Maternity Cover)

Contract type: One Year - Fixed Term Contract

Hours: 35

Band: 3

Key relationships (internal and external):

Fundraising and Engagement Directorate, Senior Leadership Team, National and Regional Teams, Data and Insight, Strategic Marketing, Information Governance, Media, Online Giving Platforms, Media Agencies

Key focus of the role:

The Head of Community & Events is responsible for setting the strategic direction and leading the performance of Diabetes UK's community and events fundraising portfolio, driving sustainable income growth, supporter engagement and long-term value.

The role provides senior leadership across a geographically dispersed team, ensuring a high-performing, insight-led function that delivers against ambitious income targets. The postholder will oversee a diverse portfolio, including community fundraising, mass participation, bespoke and third-party events, ensuring activity is aligned, scalable and delivering strong return on investment.

A key focus of the role is shaping and optimising acquisition strategies working closely with internal teams and external partners to ensure activity is effective within a competitive and evolving market. The role will also lead the development and evolution of fundraising products and campaigns, ensuring a strong and innovative portfolio that responds to supporter needs and market trends.

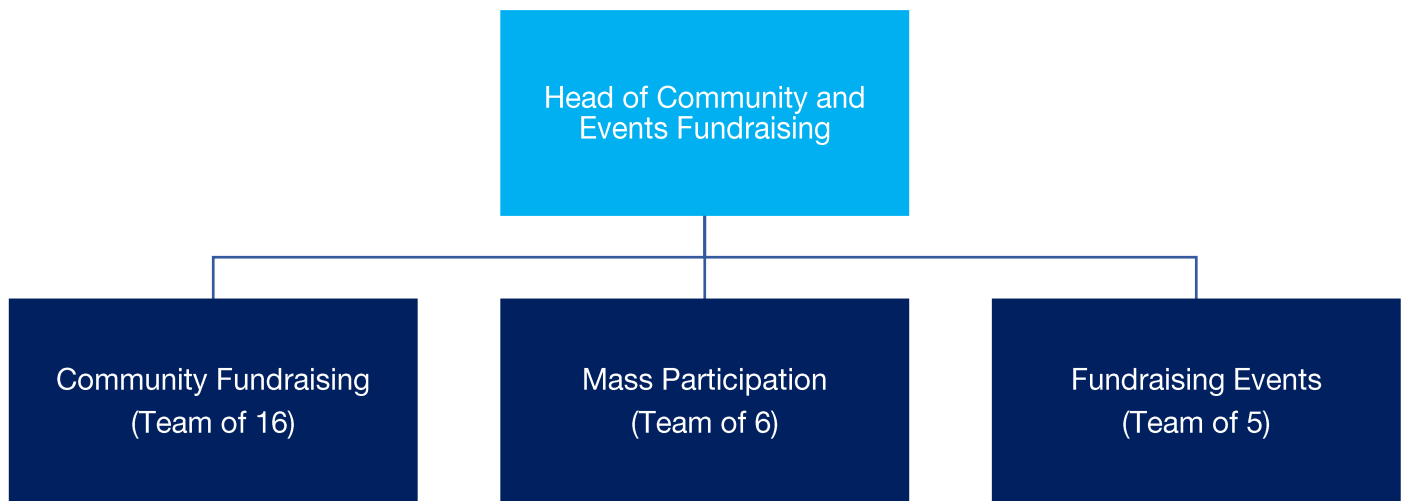
As a senior leader, the postholder will influence across the organisation, contribute to directorate strategy and ensure Community and Events fundraising plays a leading role in delivering organisational income growth.

This role is office-based and will require regular travel to team locations, events and key meetings.

Directorate and team

This role sits in the [Community and Mass Fundraising Team](#) in the [Engagement and Fundraising 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:

- Set and deliver the strategic direction for Community and Events fundraising, ensuring sustainable income growth
- Lead a high-performing, geographically dispersed team, setting clear expectations and driving accountability for results
- Oversee and optimise a diverse fundraising portfolio, ensuring strong performance and return on investment
- Provide strategic oversight and challenge on multi-channel acquisition activity, including paid media performance
- Lead the development of fundraising products and campaigns, ensuring a strong and innovative portfolio
- Be accountable for income targets, KPIs and budgets across the function
- Use data, insight and market trends to inform decision-making and identify opportunities for growth
- Influence senior stakeholders and work collaboratively across the organisation to maximise income and impact

You will have experience in:

- Leading fundraising, events or income-generating functions at a senior level
- Developing and delivering strategies that drive income growth and improve performance
- Overseeing multi-channel acquisition activity, including digital and paid media
- Managing budgets and being accountable for significant income targets
- Leading teams through change and driving high performance
- Influencing senior stakeholders and working across complex organisations

You will have skills in:

- Strategic leadership, with the ability to set direction and deliver through others
- Commercial thinking, with a focus on return on investment and sustainable growth
- Using data and insight to inform decisions and challenge performance
- Stakeholder management and influencing at a senior level
- Financial management, including budgeting, forecasting and performance tracking
- Building and developing high-performing teams and leaders

You will have knowledge:

- Community and events fundraising, including regional, mass participation, bespoke and third-party models
- Multi-channel acquisition strategies and paid media approaches
- Fundraising product and campaign development
- Supporter behaviour and what drives acquisition and retention
- Fundraising regulations, compliance and best practice
- Trends in the fundraising, events and digital marketing landscape

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

- 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 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.

Qualifications/professional membership (if 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 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.



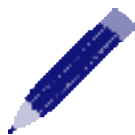
Pension

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

