

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



FUNDRAISING EVENTS 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: Fundraising Events Manager

Contract type: Permanent

Hours: 35

Band: 5

Key relationships (internal and external): Community & Events Team, Strategic Marketing, Key stakeholders in the wider Engagement & Fundraising Directorate, Data, IT, Legal, Digital & Finance, Digital advertising and Creative agencies, online giving providers, specifically Enthuse, Strategic and Corporate partners, fulfilment agencies, event material suppliers, event venues, colleagues at other charities.

Key focus of the role:

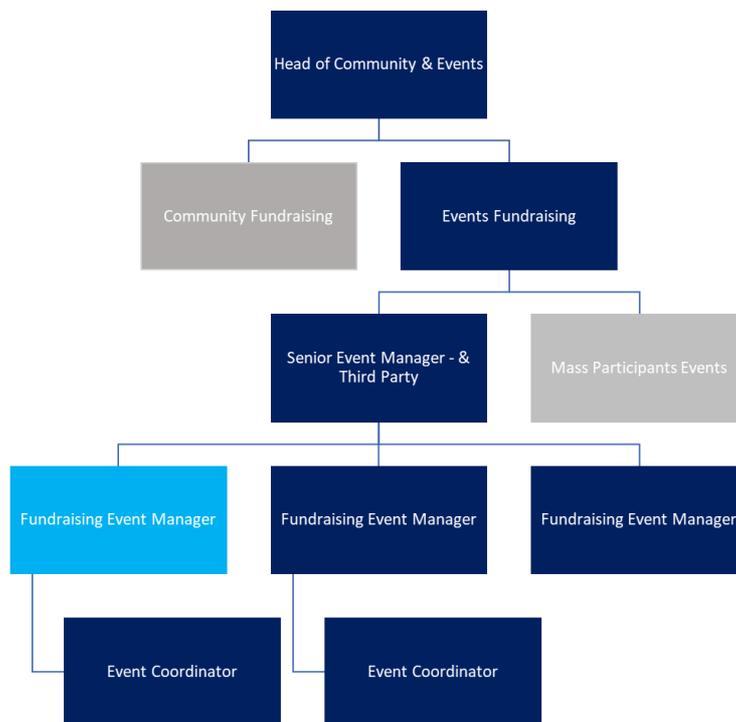
You will lead on the project management and delivery of existing bespoke in-person events within our portfolio, as well as planning for, developing and testing new events. The focus of this role is to manage our bespoke in-person events which currently includes our Wellness Walks series but there is scope to build on this in the future.

You will help grow our portfolio of events, working collaboratively across the organisation to launch new initiatives that help us achieve our mission. You'll focus on creating amazing experiences for our supporters, from the moment they engage with Diabetes UK, and building loyalty that lasts beyond event day.

Directorate and team

This role sits in the [Community and Events 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:

1. Effectively project manage multiple bespoke in-person fundraising events
2. Deliver against agreed income and recruitment targets through effective budget management and contributing to high impact marketing strategies (S)

3. Work to key performance indicators, delivering regular testing, reporting and insight led recommendations to optimise your events
4. Lead on improving event performance with data driven and insight led decisions
5. Apply insights, experience, and best practice from across the sector to optimise and innovate our activity and portfolio
6. Ensure all legal, compliance, risk assessment and crisis management requirements for events are met
7. Test, learn and adapt working practice to continually optimise Wellness Walk activity and strengthen our offer
8. Ensure clear, inspiring supporter journeys are in place to increase the volume of enduring, excellent supporter experiences
9. Evaluate and analyse campaign performance and make real time, insight led improvements to our activity
10. Build and develop effective relationships with supporters proactively finding opportunities to continually improve their experience of and engagement with, Diabetes UK
11. Work closely with key external stakeholders, such as logistics companies and online giving agencies to ensure we offer an unparalleled experience from acquisition and onward journey with Diabetes UK

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:

1. Developing and implementing growth plans across events, identifying actions that will help achieve sustainable growth
2. Effectively managing conflicting priorities and tensions, whilst clearly communicating and managing expectations for delivery
3. Taking accountability for regularly reviewing progress, recommending change, adapting activity and implementing mitigation plans as needed
4. Seeking opportunities to develop insight about audiences and apply learnings
5. Developing positive long-term relationships with supporters to build opportunities for people to engage, offering excellent supporter experience

6. Actively seeking opportunities to collaborate effectively with colleagues to offer supporters the most relevant, optimised experience

You will have skills in:

1. Being an active member of a team, engaging in cross-working groups that contribute and help deliver the wider strategy
2. Effective planning, project management and logistical delivery of events
3. Demonstrating an ability to apply learnings, to optimise supporter experience, generate income and build supporter loyalty
4. Delivering an excellent supporter experience in line with agreed standards, on and offline to maximise recruitment, conversion and retention and to grow average gift
5. Able to travel and work some evenings, weekends and unsociable hours in delivery of product launches and event day activities

You will have knowledge:

1. In marketing events to reach participant recruitment and fundraising targets
2. Clearly communicating roles and responsibilities and ways of working to deliver effectively through others
3. Proactively lend your experience and peer support to colleagues to grow and optimise our whole portfolio of activity
4. In line management, effectively managing team members to help deliver results

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

Improving Delivery

- I seek new perspectives and I'm open to new ideas if it will improve our delivery
- I stay up to date with developments and trends within my field so that I can bring in new thinking

Making change happen

- I make sure that any change has clearly defined outcomes which are shared with everyone who may be involved, as well as being clear how these outcomes will benefit the strategic goals the team is working towards

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.
- Takes accountability. Doesn't avoid tough decisions.

Managing and developing others

- I welcome different ideas and approaches as I recognise the benefits that diverse perspectives can bring

Collaborating with colleagues

- I look to collaborate with others, across and outside my teams so that we are able to build on and learn from our colleagues across the organisation

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

