

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



**FUNDRAISING INNOVATION
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.

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: Fundraising Innovation Manager

Contract type: 12 Month Fixed Term Contract

Hours: 35 (full-time)

Band: 5

Key relationships (internal and external):

Fundraising and Engagement Directorate including; Fundraising Community and Events Team; Individual Giving Team; Philanthropy and Partnerships Team; Business Support; Strategic Marketing; and Brand and Creative. Other core internal teams include; Information Governance; Policy, Campaigns & Improvement and Type 1 Services. Externally, key relationships will include media agencies, market research agencies, partner charities, fundraising agencies and existing and potential supporters.

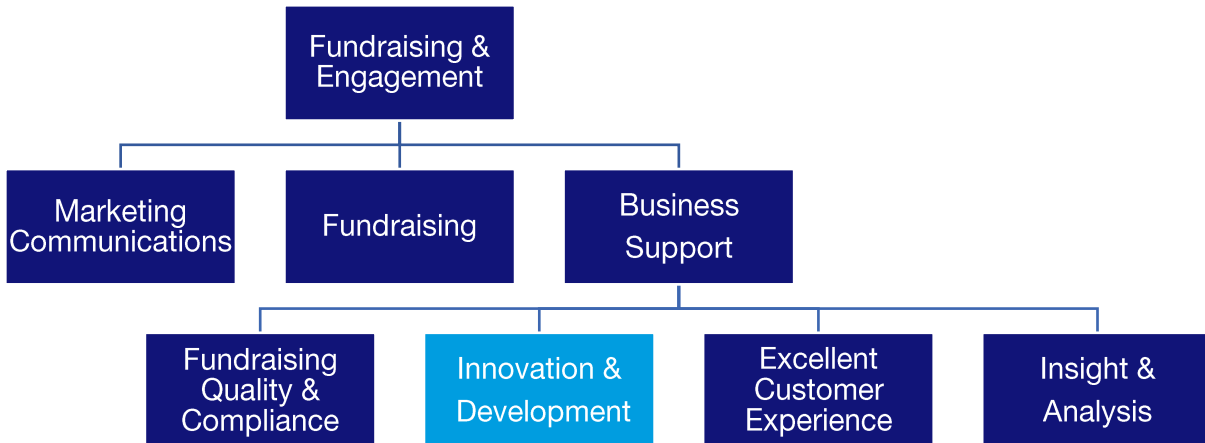
Key focus of the role:

You will lead projects which identify and deliver new ways to increase our income generation whilst providing an excellent customer experience. This includes delivering insight into key audiences and markets; supporting Fundraising Teams to adapt and grow existing fundraising activities; working with cross-Directorate project groups to create new fundraising propositions and enabling Teams to deliver these into the market.

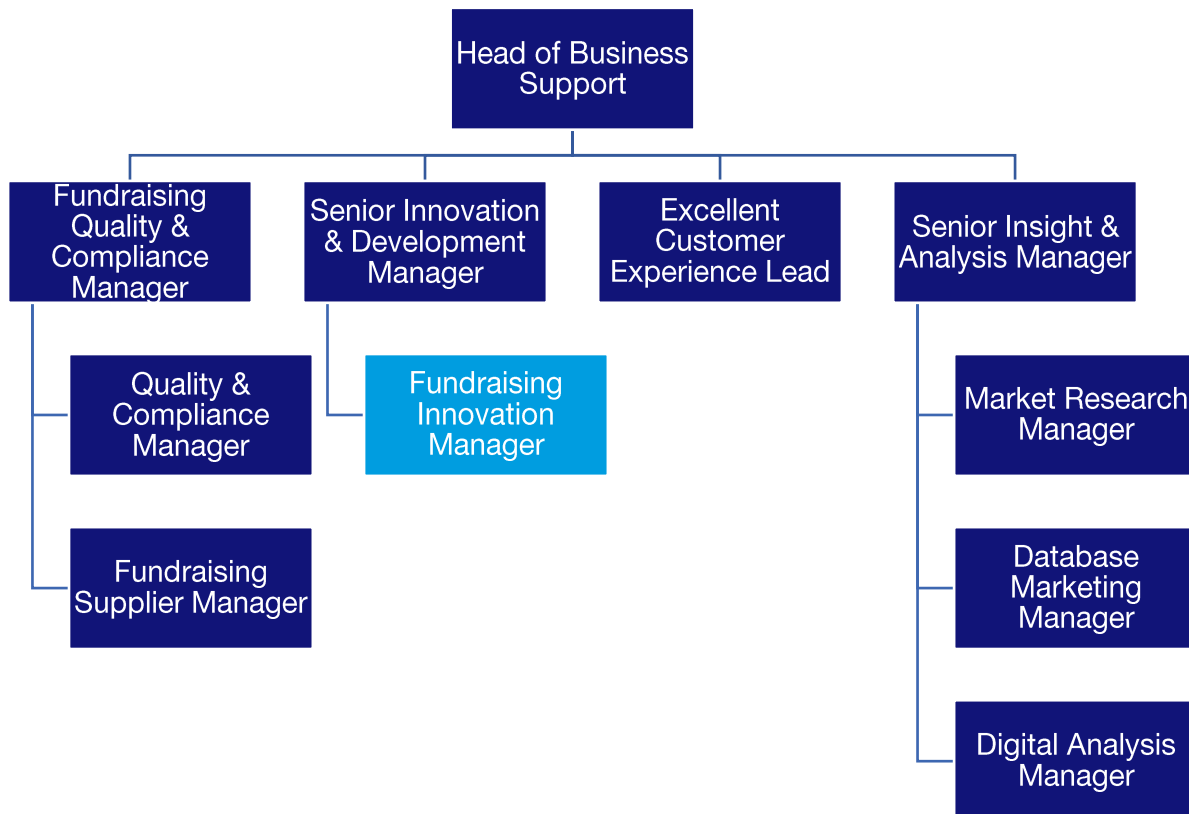
Directorate and team

This role sits in the [Business Support Team](#) in the [Fundraising & Engagement Directorate](#)

Department



Role and Reporting Line



Main responsibilities

- Consult with senior leadership and internal experts to identify and prioritise opportunities for innovation and align the resources necessary to drive change
- Run end-to-end innovation sprints to develop insight-driven propositions which have the potential to increase long-term income generation and improve supporter experience
- When suitable opportunities are identified, create business cases for investment
- Enable Delivery Teams to plan, deliver and evaluate small scale tests of new products and features
- Lead primary research projects into target audiences; creating surveys and discussion guides, recruiting participants, facilitating focus groups and interviews, and translating raw data into actionable insight
- Ensure legal, compliance and risk management requirements are met in the development and delivery of new products and features
- Develop tools and guidance to enable Teams to innovate
- Increase the profile of, and build engagement with, Fundraising Innovation at Diabetes UK through internal and external communications and professional networks

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:

- Effectively plan, project manage and deliver projects, such as new product development sprints, market research projects and minimum viable product tests
- Prioritize and transform ideas into robust, insight-driven fundraising propositions ready for delivery into the market
- Effectively communicate new and complex ideas, processes, and challenges with diverse audiences
- Secure funding and senior buy-in to test and launch new Fundraising concepts

- Identify and apply insights, experiences and best practice to optimise our portfolio
- Create tools, resources and workshops to drive forward the innovation strategy and deliver actionable outputs for Teams
- Collaborate with colleagues from across Diabetes UK and beyond to achieve the best possible results

You will have experience in:

- Planning and successfully delivering programs or complex projects
- Leading quantitative and / or qualitative research projects
- Delivering successful business cases, cases for investment or other forms of proposals for new activities or changes to existing activities
- Leveraging insight into product performance, research outputs and / or trends in the marketplace to drive change
- Prioritising potential Fundraising solutions and ideas to deliver the best possible outcome for Diabetes UK
- Developing and facilitating meetings, workshops or focus groups
- Working with stakeholders to deliver product innovations which are safe, legal and viable
- Working with and managing third party suppliers and partners

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:

- Planning, project management and organisation
- Leading and / or line managing colleagues, working groups or project groups to deliver change in an organisation
- Delivering actionable insight to drive decision making
- Developing proposals and propositions which can influence, secure investment and drive change
- Embedding and / or launching new ideas, ways of working and / or processes
- Collaboration, confident in liaising with internal and external stakeholders to deliver effective tests and projects

- Upskilling colleagues
- Internal communications to build the profile of Innovation at Diabetes UK as well as build positive working relationships with internal stakeholders.

You will have knowledge of:

- The charity fundraising sector including key Fundraising models, channels and trends
- Methods to engage, influence and motivate diverse stakeholders to drive change
- Defining, measuring, and reporting on success metrics
- How to model financial performance, impact and growth for new ideas and products
- How to assess, manage and mitigate risk during product development and launch
- Quantitative and qualitative research methods
- Creative, design and planning tools which put the customer at the heart of the innovation process

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

- Curious and proactive, actively following leads, creating opportunities and finding new ways to add value to the wider portfolio
- Organised, able to independently plan and deliver projects with multiple teams
- A creative problem solver, someone who is able to take a fresh approach to any challenge to unlock new and unexpected solutions
- Insight driven, putting our data and customers at the heart of projects, processes and decision making
- Commitment to innovation, open to challenging established ways of working to drive positive change and help us raise more funds
- An active member of the Business Support Team and wider Engagement and Fundraising Directorate, engaging in projects which share our unique skills, our knowledge and otherwise contribute to us delivering our strategic aims

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

