

FUNDRAISING GROWTH TRANSFORMATION LEAD – 18 MONTH FTC



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: Fundraising Growth Transformation Lead

Contract type: Fixed term – 18 months

Hours: 35 hours

Location: London

Salary: £48,626 – £54,029 - Band 4

Role reports to: Director of Engagement & Fundraising

Key relationships (internal and external): Engagement & Fundraising Senior Management Team, other senior leaders across the charity.

Key focus of the role:

Growing sustainable income is critical to Diabetes UK's ability to deliver its strategy and support more people living with and at risk of diabetes; we have a clear plan in place to deliver more sustainable income supported by our work in data and brand. The Fundraising Growth Transformation Lead will lead the programme management of our fundraising growth, ensuring that strategic investment, organisational change and improvement activity translate into measurable income, engagement and organisational benefits.

Working with the Director of Engagement & Fundraising and the Assistant Director of Fundraising you will be accountable for establishing and maintaining the integrated programme plan, governance, performance framework, benefits realisation approach and delivery discipline required to achieve our fundraising growth ambitions and in turn support delivery of our strategic ambitions. You will hold delivery leads to account, surfacing delivery or resource constraints and recommending corrective action where necessary.

The programme spans fundraising performance, leadership, culture, processes, innovation, data, CRM, brand and supporter experience. You will also develop and embed performance measurement using an Objectives and Key Results (OKR) framework, embedding rigour and accountability.

The postholder will operate with substantial autonomy, judgement and influence across organisational boundaries, connecting the work of fundraising to other strategic ambitions and critical dependencies. You will provide authoritative advice and challenge to senior leaders, identify where delivery or investment is at risk, and ensure timely decisions and corrective action.

Key tasks and responsibilities

- Lead the programme management and delivery of the fundraising growth transformation plan, ensuring clear priorities, milestones, owners, dependencies and delivery schedules are in place to support sustained income and engagement growth.
- Deliver strong governance for the programme including regular reporting and escalation
- Develop and maintain an integrated Growth OKR Framework to translate strategic objectives into measurable outcomes and key results in order to drive regular reporting against these
- Coordinate delivery across fundraising teams, identifying risks, dependencies and resource requirements, removing barriers and maintain momentum without taking ownership away from accountable team leads.
- Embed high-quality OKRs and a strong cadence of agile review, learning and decision-making
- Drive update of audience led innovation activities to drive future growth
- Identify areas where there are challenges and develop focused improvement plans and track delivery against them
- Strengthen key processes where they are limiting growth, speed or accountability
- Identify and drive opportunities for practical AI implementation where it can improve effectiveness, insight, productivity or supporter experience.
- Support the Head of Data & Insight to ensure fundraising has the reporting, dashboards and analysis needed to manage performance, learn quickly and make evidence-led decisions.
- Work with external agencies or partners and suppliers to bring in specific expertise to support delivery of the programme
- Build relationships with peers across the charity sector to identify emerging practice and opportunities and implement learnings

- Track delivery of agreed benefits from fundraising growth activity and from critical dependencies including brand, data and CRM, where these are required to unlock fundraising performance.
- Partner with the Head of Marketing Communications to ensure the brand development project meets needs of fundraising and is embedded across fundraising going forward
- Produce regular programme assurance, analysis and recommendations to regular reporting for E&F SMT, Executive Team and Brand & Income Generation Committee, enabling timely decisions and resolutions
- Ensure consistency between programme activity, performance measures and strategic ambitions.

Person specification

	Criteria:		Assessed via:	
	E	D	A	I
Experience				
▪ Leading complex cross organisational programme with financial and strategic consequences	X		X	X
▪ Managing complex change programmes focused on performance improvement, culture, processes and delivery discipline.	X		X	X
▪ Digital or data led transformation programmes to drive growth in income and impact	X		X	
▪ Managing dependencies across related workstreams such as brand, data, insight, CRM or digital, without directly leading all areas.	X		X	
▪ Governance and reporting to give clear progress updates and recommendations for executive audiences.	E		X	
▪ Holding senior stakeholders and workstream leads to account				

Knowledge				
Strong understanding of fundraising growth environments, including the role of people, leadership, processes, culture, innovation, data and brand in enabling sustained improvement.	X		X	X
Understanding of how AI and automation can improve organisational effectiveness, supporter experience and operational performance.		X	X	
Skills				
Strong commercial and financial analytical and problem-solving skills.	X		X	X
Excellent planning, stakeholder management and communication skills	X		X	X
Ability to influence, challenge and gain commitment without direct authority.	X		X	X
Excellent programme governance, risk management and benefits realisation skills.	X		X	
Qualifications/Professional membership (if applicable)				
Qualification or experience in recognised programme/project management methodologies (MSP, PRINCE2, Agile, MoP or equivalent).		X	X	

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.

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.

Behaviours

We keep things simple

- Use clear, accessible language, avoiding jargon unless it's relevant to your audience.
- Remain focussed on outcomes at all times
- Challenge processes you work with that appear overly complicated and encourage others to do the same

We Make change happen

- Speak confidently about the impact we've made and our ambitions for the future.
- Be solution focussed, not getting distracted by problems
- Drive improvements in 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 curious, finding the root cause of issues and suggesting new ways to do things
- 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.
- Listen to others to find mutually acceptable ways to get things done.
- Prioritise the needs of people living with diabetes by making decisions that move us closer to a world where diabetes can do no harm.