

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



MASS PARTICIPATION 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: Mass Participation Manager

Contract type: Permanent Role

Hours: 35

Band: 5

Key relationships (internal and external):

Fundraising and Engagement directorate, Fundraising Events Team, Strategic Marketing, Brand and Creative, Business Support, Data & Insight, Media agency, fundraising agencies, materials suppliers, supporters, and event participants

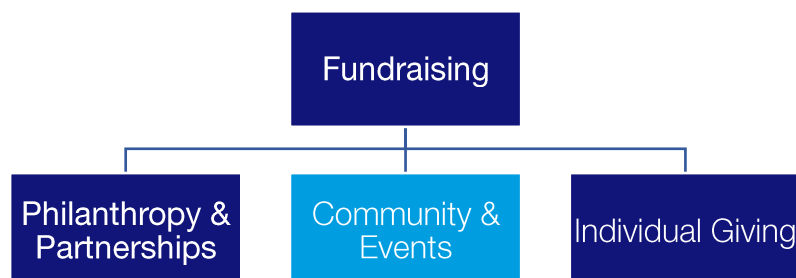
Key focus of the role:

You will lead on the development, project management and delivery of virtual mass participation fundraising events. This includes growing current events, as well as piloting and testing new events. Working closely with colleagues across the organisation, you will support high impact marketing of our products, maximise value and provide an excellent supporter experience.

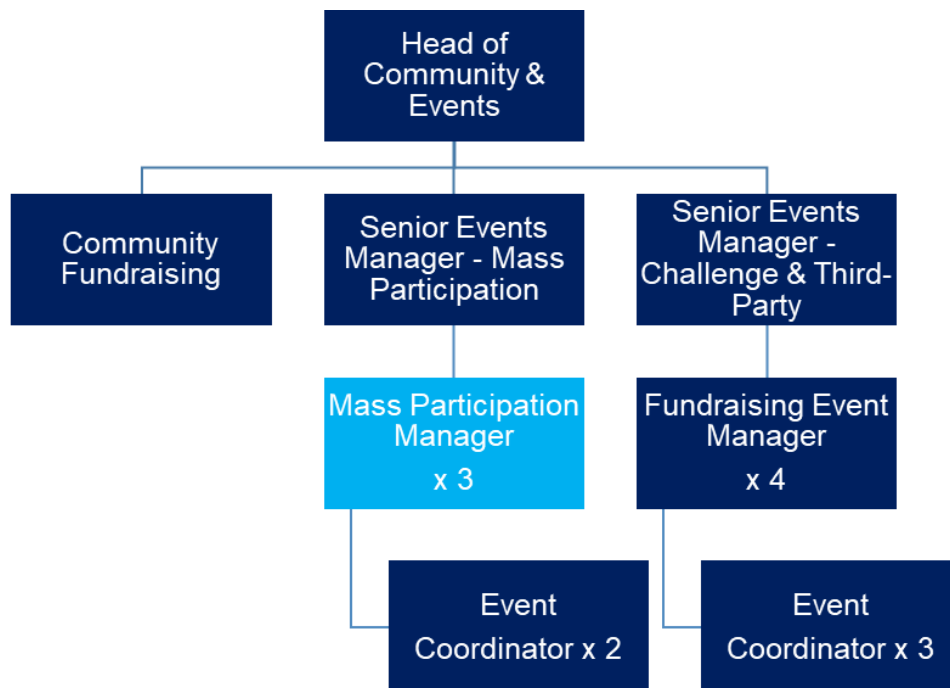
Directorate and team

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

Department



Role and reporting Line



Main responsibilities

- Effectively project manage multiple fundraising events or products
- Deliver against agreed income and recruitment targets through effective budget management and contributing to high impact marketing strategies
- Work to key performance indicators, delivering regular testing, reporting and insight led recommendations to optimise your events
- Lead on improving campaign performance with data driven and insight led decisions
- Apply insights, experience, and best practice from across the sector to optimise and innovate our activity and portfolio
- Ensure all legal, compliance, risk assessment and crisis management requirements for events are met
- Test, learn and adapt working practice to continually optimise mass participation activity and strengthen our offer
- Ensure clear, inspiring supporter journeys are in place to increase the volume of enduring, excellent supporter experiences
- Evaluate and analyse campaign performance and make real time, insight led improvements to our activity
- Build and develop effective relationships with supporters proactively finding opportunities to continually improve their experience of and engagement with, Diabetes UK

- Work closely with key external stakeholders, such as marketing and online giving agencies to ensure we offer an unparalleled experience from acquisition to stewardship and onward journey with Diabetes UK

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:

- Organise your time to an excellent standard, demonstrating clear evidence of effective planning, project management and logistical delivery of events
- Take a supporter-driven approach, able to deliver an excellent supporter experience to maximise conversion, retention and grow average gifts
- Communicate effectively with the ability to build positive working relationships, influence decisions and deliver results through others
- Collaborate, demonstrating confidence in liaising with external stakeholders to get the most effective and efficient results for Diabetes UK
- Analyse and interpret supporter data, to help Diabetes UK make robust decisions based on learning
- Demonstrate financial acumen, able to build and manage ambitious budgets, clearly communicating and responding to financial risk

You will have experience in:

- Delivering fundraising events or large marketing campaigns
- Delivering virtual fundraising challenges - desirable.
- Developing positive long-term relationships with a wide range of supporters, adapting your approach to suit the needs of the donor
- Effectively managing multiple and, at times, conflicting priorities whilst clearly communicating and managing expectations for delivery

- Project management, with the ability to clearly communicate roles and responsibilities to deliver effectively through others
- Working to Key Performance Indicators (KPIs) and financial targets
- Budget management, commentary and mitigation
- Leadership, with experience managing employees or volunteers – desirable.

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:

- Event delivery, understanding the key components of creating and delivering excellent event experiences
- Communication, with the ability to build positive working relationships, influence decisions and deliver results through others
- Stakeholder management, confident in liaising with external stakeholders to get the most effective and efficient results for Diabetes UK
- Organisation, demonstrating clear evidence of effective planning, project management and logistical delivery of events
- Building supporter journeys and delivering excellent supporter experiences that maximise fundraising metrics
- Delegation, able to effectively communicate tasks and drive results through others

You will have knowledge of:

- Different marketing channels, to contribute to high impact and multi-channel marketing strategies
- Fundraising metrics, and techniques to influence key performance indicators such as activation, average gift and retention
- Fundraising law, GDPR and compliance surrounding fundraising events
- Financial planning, with the confidence to produce monthly commentary and mitigation plans as necessary

- The wider fundraising and events market, identifying opportunities and threats to our portfolio
- Innovation methods, and techniques to develop and scale events – desirable.

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

- Data driven, seeking opportunities to develop insight about our audience and applying your learnings
- Solution-focussed, taking accountability for regularly reviewing progress, recommending change and adapting activity as needed
- An active member of the Community and Events Team, engaging in cross-working groups that contribute and help deliver the wider strategy
- A team player, proactively lending your experience and peer support to colleagues to grow and optimise our whole portfolio
- Able to travel and works some evenings, weekends and unsociable hours in delivery of product launches and event days

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 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

