

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



**CELEBRITY AND
INFLUENCER 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: Celebrity and Influencer Manager

Contract type: Permanent

Hours: 35 (full-time)

Band: 5

Key relationships (internal and external):

Celebrity and Influencer supporters; high-value donors; talent management agents and agencies; journalists; fundraising teams; marketing and communications teams.

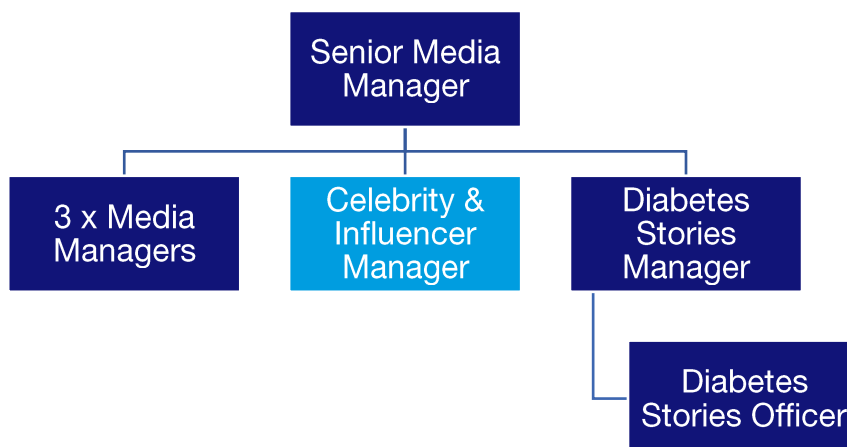
Key focus of the role:

The purpose of the role is to manage new and existing relationships with celebrity and influencer supporters. The Celebrity and Influencer Manager ensures that all celebrities and influencers we work with have a positive and rewarding experience of partnership with us, by creating meaningful and impactful opportunities to engage with and support Diabetes UK and its work.

Directorate and team

This role sits in the [Content & News team](#) in the [Engagement & Fundraising Directorate](#)

Department



Main responsibilities

- Manage and maintain Diabetes UK's network of celebrity and influencer supporters, ensuring their relationship with Diabetes UK is a positive and rewarding one.
- Collaborate with teams across Diabetes UK to ensure requests for celebrity and influencer support are managed, planned and prioritised appropriately according to impact and reach, and tailored to the talent.
- Work with colleagues across the UK to ensure processes and systems are in place to enable celebrity and influencer engagement with national and local initiatives.
- Create opportunities for engagement for our celebrity and influencer supporters with key moments in the Diabetes UK calendar, including Diabetes Week and World Diabetes Day, as well as our mass participation events like the One Million Step Challenge, Swim 22 and UK Wide Cycle Ride.
- Identify and secure media opportunities for Diabetes UK with celebrity supporters.
- Deliver regular celebrity and influencer moments with a view to proven evaluation of their impact and effectiveness.
- Manage the charity's celebrity database, ensuring that research, contact processes and data are relevant, up-to-date and GDPR compliant.

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:

- Build and maintain strong relationships with celebrities, influencers and the teams who support them, ensuring we have a network of talent upon whom we can call to support our vital work.
- Create compelling cases of support for celebrity and influencer partners, working with fundraising and communications teams to highlight the mutual benefits of working with Diabetes UK.
- Plan and prioritise asks and opportunities for celebrities and influencers, using your expertise and good judgement to ensure our asks are proportionate, impactful and aligned with the team and the organisation's strategic goals.

- Work as part of an expert Marketing and Communications team to deliver celebrity and influencer led communications assets that enhance, promote and support the aims and ambitions of Diabetes UK's work.
- Ensure due diligence when on-boarding and maintaining celebrity and influencer relationships, so that the good reputation of Diabetes UK is protected, and acting with urgency alongside colleagues if and when issues arise.

You will have experience in:

- Working with celebrities, influencers and the teams that support them, and have the skills and knowledge to identify and act on new leads to build our network of talent.
- Working with communications and fundraising teams to design and deliver celebrity and influencer led activities that enhance existing activities, expand their reach, and create compelling stories about the organisation and its work.
- Managing a celebrity database, ensuring it is compliant, up-to-date and relevant.
- Working as part of a broader marketing and communications team, working proactively and reactively to support all communications activities with celebrity and influencer involvement.
- Managing a small budget.

You will have skills in:

- Negotiation and relationship building. You'll be persuasive, engaging, and know how to get the best out of people.
- Strategic thinking, bringing fresh and innovative ideas to the team and contributing to plans and strategies to bring these ideas to life.
- Planning and coordinating multiple priorities at once.

You will have knowledge of:

- The latest celebrity and influencer trends – identifying the next big thing, and keeping across the celebrity and influencer landscapes.
- How channels like social media, digital comms, media relations and campaigning operate and the role they play in high profile relationships.
- Database management and budget keeping.
- Managing relationships with celebrities and influencers.

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

- Comfortable working alone and as part of a multi-disciplinary team.
- Able to plan effectively for the mid and longer term, as well as act quickly to respond to emerging opportunities.
- A people person, who is comfortable networking and has the confidence to win others over to their way of thinking.
- A collaborative, can-do individual who is responsive to the needs of the wider organisation.
- Diligent and details-oriented – keeping their eyes on the horizon for new talent and new opportunities to enhance the experience of our existing supporters and the profile of Diabetes UK, as well as identifying potential issues and mitigations.

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

