

**Membership Manager (12 month
FTC maternity cover)**



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: Membership Manager

Contract type: FTC (maternity cover)

Hours: Full time

Band: 5

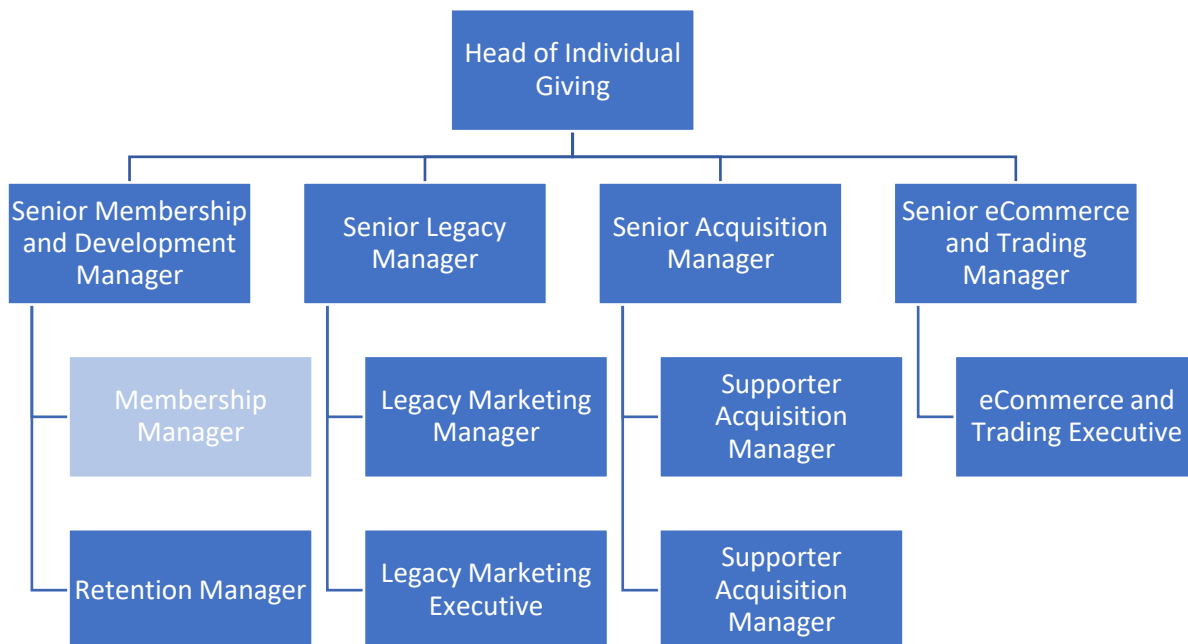
Key relationships (internal and external): Individual Giving team, Fulfilment and Supplier teams, IT and Data Selections teams, print, fulfilment and creative agencies.

Key focus of the role:

This role is responsible for managing and improving the day-to-day membership experience, with an emphasis on stewardship and product development. This will require collaboration with stakeholders and functions across the charity. You will work closely with our IT and data teams to ensure processes run seamlessly plus our brand and creative teams to deliver content to our members that enriches their membership experience, creating greater loyalty and engagement.

Directorate and team

This role sits in the [Individual Giving Team](#) in the [Engagement and Fundraising Directorate](#)
[Department](#)



Person specification

All jobs at Diabetes UK are based on

- The key activities you'll undertake
- The skills, knowledge, experience and behaviours you need to be successful in this role

You will be able to:

- Manage a large, complex membership product scheme via our CRM and other IT/data systems while working with internal teams to maintain data integrity.
- Project manage multi-channel mailing campaigns designed to maximise lifetime value and engage supporters.
- Lead on day-to-day management of supplier relationships, ensuring efficient and effective creative execution, production and fulfilment of ongoing member communications in line with brand guidelines.
- Work with internal teams to ensure data is handled compliantly, and processes and systems are user focussed.

- Support the Senior Membership and Development Manager with development and innovation of the membership product to drive recruitment, retention and engagement.
- Support the Senior Membership and Development Manager in working with the digital, IT and data teams to review processes and plan for delivery of changes that have a positive impact on members and other supporters.
- Supervise the effective management of the other income streams that sit in the membership team – Payroll Giving and Professional Membership products.

You will have experience in:

- Working in an individual giving or membership environment.
- Project managing fundraising and/or marketing campaigns.
- Ensuring clear and inspiring supporter journeys are in place to enhance retention and engagement.
- Working cross-organisationally to identify opportunities to test and personalise campaigns, supporter journeys and communications to increase lifetime value, engagement and retention rates.
- Improving processes by identifying blockers that have a negative effect and working to identify and roll-out solutions that will deliver improvements and efficiencies.

You will have skills in:

- Thinking creatively to solve problems.
- Strategic planning and budget setting.
- Analysing and evaluating campaign performance to inform future plans.
- Response, complaint and query handling.
- Making data driven and insight led decisions.
- Building high-trust working relationships across internal teams.
- Excellent planning and time management skills and attention to detail.
- Data management and literacy including GDPR and best practice.

You will have knowledge:

- Best practice in fundraising, data handling gift aid legislation.
- Trends in individual giving and sector development.
- How to prioritise activities that improve user experience and add lifetime value.

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

I make change happen

- Collaborative and strong team player – proactively seeks solutions and removes obstacles. Aligns to ambitions of charity and gets things done. Delivers on commitments.
- Evidences a commitment to EDI and tackling inequalities with courage and confidence.

I put people first

- Puts the needs of people with diabetes first.
- 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.
- Makes decisions and empowers others to make decisions within and across teams. Takes accountability. Doesn't avoid tough decisions.

I am driven to know more

- Seeks external insights to shape our future work and sees reality for what it is and ambitious for the future of diabetes.
- Reflective approach.

Qualifications/professional membership (if applicable):

N/A

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.

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.



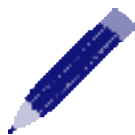
Pension

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

