

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



**COMMUNITY FUNDRAISER
SOUTH CENTRAL**

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: Community Fundraiser – South Central

Contract type: Permanent

Hours: 35 hours per week

Band: 6

Key relationships (internal and external):

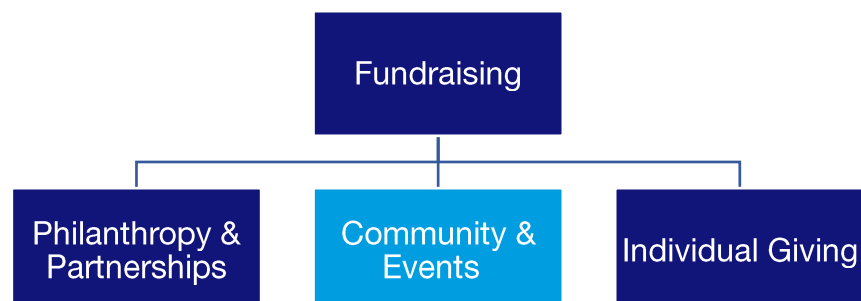
The wider Community & Events Fundraising Team, Regions and Nations, Volunteering, Media, Volunteers, Individual supporters, Community Groups, Local Corporates, Local Media.

Key focus of the role:

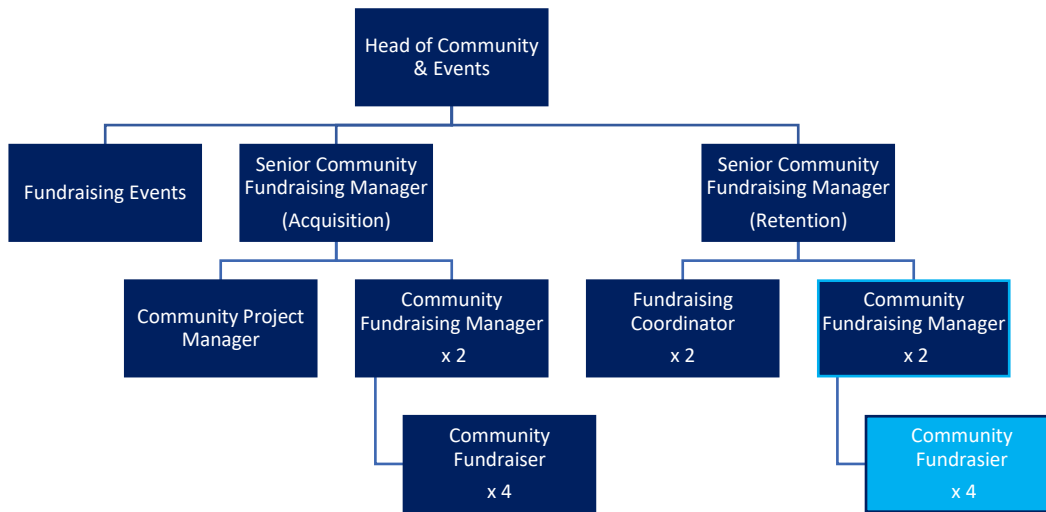
To increase the contributions of individuals, groups, and companies by developing and maintaining relationships with new and existing supporters in the South Central region (Oxfordshire, Hampshire, Buckinghamshire, Berkshire, Isle of Wight). You will also be responsible for exploring new fundraising opportunities, inspiring more people to raise money for Diabetes UK and achieving significant income growth for your region.

Directorate and team

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



Role and reporting line



Main responsibilities

As one of our regionally dispersed Community Fundraiser's, you'll be joining a busy team, where you will manage relationships with our key supporters with the primary purpose of generating income across a geographical area, through community fundraising activities. The successful candidate will be responsible for delivering income targets and achieving significant growth across the region. You will build strong relationships with individuals, community groups and volunteers, in line with our community fundraising strategy, and build a regionally focussed pipeline of local corporate activity in order to deliver your income targets. You will also be responsible for the management and support of local third-party events in your region and in providing excellent stewardship to those supporters, as well as integrating yourself within regionally focused Diabetes education and awareness with your Regional team.

This role is home-based with regular travel across the region/ to Diabetes UK offices, as well as nationwide when called upon.

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:

- Manage supporter relationships with a value of £500+ to maximise potential income growth and other opportunities.
- Build upon fundraising opportunities and approaches in your region, as and when they happen. Alongside this build a proactive, pipeline of fundraising opportunities, adding growth in your region.
- Support any third-party events within your region, and provide excellent stewardship to those supporters, building growth within this area of fundraising.
- Tailor and write communications for a variety of audiences, including volunteers, corporates, schools, and community groups.
- Provide an exceptional level of supporter care, resulting in long-term relationships with Diabetes UK.
- Communicate effectively via phone, email, mail, face-to-face and digital channels e.g., social media
- Participate in project groups and workstreams to ensure your work at a regional level aligns to the Community Fundraising and Organisational strategies.
- Form positive relationships with the South West and South Central Regional team, the National team and Volunteering teams to promote regional fundraising initiatives and encourage collaboration.
- Collaborate with the events team to maximise opportunities to cross-promote fundraising activities and drive income higher.
- Keep abreast of community and sector trends, and your own local opportunities.
- Maintain knowledge of the latest charity law and fundraising regulations.
- Commit to continual self-development and learning appropriate to the role.

You will have experience in:

- Experience of working within the non-profit sector with a minimum one years' experience at Assistant or Coordinator level, preferably within Community fundraising.
- Experience of working in a home-based role, a self-starter who is comfortable managing a busy workload, being able to prioritise their diary including regular travel to meet supporters.
- Experience in relationship building, particularly gaining support or interest from new audiences
- Experience working with a range of audiences, from individuals to corporate partnership opportunities, exhibiting the confidence to achieve and build new relationships

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:

- Seek solutions to improve a supporter's experience with Diabetes UK, always putting the supporter first.
- Create persuasive presentations, applications and letters of support tailored to the appropriate audience.
- Use the database proactively to manage supporter relationships.
- Respond clearly and promptly to enquiries from the supporters through a variety of communication channels and provide an exceptional level of supporter care.
- Listen to the ideas and skills of others, in identifying how to improve delivery to your work.
- Discovering new avenues for support and utilising the opportunity for growth

You will have knowledge:

- Of best practice in managing supporters to maximise income growth, loyalty, and opportunities for the organisation.
- Of using a CRM Database to keep supporters records up to date and manage their supporter journey.
- Use of a budget and working to achieve income targets and KPIs
- Of digital fundraising and registration platforms to manage events and supporter stewardship journeys.
- Of charity law and fundraising regulations.
- Your region geographically and locally, and the opportunities for income growth within it

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

- You are passionate about building relationships with your supporters and leading on income growth for your region.
- You have strong interpersonal skills which you can put into practice with both external supporters and internal colleagues across Community Fundraising and the wider organisation.
- You are motivated by building relationships and achieving income growth for the charity you are part of.
- You are a self-starter, always looking for new opportunities for growth, but work well and thrive as part of a team, offering innovative approach and ideas as well as fundraising know-how

Qualifications/professional membership (if applicable):

N/A

Essential criteria:

- Full UK driving licence and access to a vehicle
- Based within the South Central region (Oxfordshire, Hampshire, Buckinghamshire, Berkshire, Isle of Wight)
- Willing to travel when needed to DUK offices (namely Taunton and London) as well as nationwide when needed

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

