



Assistant Director of  
Engagement & Partnerships

Appointment Brief  
February 2019

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Diabetes  
London  
2018

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# Introduction

**Dear Candidate,**

**Thank you very much for your interest in this important and exciting role at Diabetes UK. This is a fantastic time to join us as we build on our success to develop an ambitious new strategy for the charity and move ever closer to achieving our vision of a world where diabetes does no harm.**

This work couldn't be more important. There are 4.6 million people in the UK who are living with diabetes and 12.3 million more at increased risk of getting Type 2 diabetes. Those people who are diagnosed face the risk of life-changing, and life-limiting, complications and every week 500 lives are lost prematurely to diabetes.

At Diabetes UK we are leading the fight against the most devastating and fastest growing health crisis of our time and we're focused on making change as fast as possible. Thanks to the incredible support from our donors and fundraisers we continue to make major steps forward in research, to change lives with our campaigns, to improve care and to keep helping more people live well and long with diabetes. And we know that we have the potential to achieve so much more over the coming years.

We have a fantastic team at Diabetes UK – we're dynamic and ambitious, as well as being friendly and great fun to work with. Our Engagement & Fundraising team works with colleagues across

the charity to engage, inspire and support millions more people, and to grow our income so that we can achieve our ambitions for people affected by diabetes now and in the future. Together we are creating a revolution in understanding and support.

I'm looking for an experienced and ambitious leader. Someone who wants to lead, shape and develop our fundraising as we build on the success we've had over the past few years to create an inspiring and exciting new strategy for the future. You will have developed and implemented successful fundraising strategies and demonstrated that you are innovative and entrepreneurial. You will also bring a strong focus on supporters and be keen to reach and build new audiences. You will be naturally collaborative and an excellent team builder, someone who really enjoys building great relationships at all levels inside and outside the charity.

In return you'll have the chance to lead a brilliant team, work with some wonderful people and play a critical leadership role to make change at a key moment for our charity.

I hope you're inspired by the opportunity and decide to put in an application. I very much look forward to hearing from you.

**Kath Abrahams**  
**Director of Engagement & Fundraising**

# Who we are

## **We are Diabetes UK.**

Our vision is a world where diabetes can do no harm.

Diabetes affects more people than any other serious health condition in the UK. More than dementia and cancer combined. That means we need to take action now.

Because we're the leading UK charity for people affected by diabetes it's our responsibility to lead the fight against the growing crisis.

And this fight is one that involves all of us – sharing knowledge and taking diabetes on together. Until we achieve our vision.



# **A world where diabetes can do no harm**

# Our mission



By bringing people together to work in **partnership**...



We will **support** those living with diabetes...



**Prevent** Type 2...



Make **research** breakthroughs in diabetes, and ultimately find a cure.

## We will do this by:

- Listening to and working with people living with diabetes, healthcare professionals and many others to drive change.
- Developing, delivering and championing the most effective ways for people to manage their diabetes, or their risk, so they can live their lives with confidence.
- Building a strong community of support that finds and shares the knowledge needed to fight diabetes.

# Our values

**Our values run through everything we do, they guide how we work and help us remember what we stand for.**

## **We're driven to know more**

We are a trusted source of knowledge.

But we're restless to know more.

So we listen, ask questions and exchange views and information with every part of the diabetes community.

Because our combined knowledge has the power to transform lives.

## **We make change happen**

We know the harm diabetes can do. So we fight it every day.

We make our voices heard, push for change, try new things.

And if we fail, we learn, pick ourselves up and go again.

Together we do whatever it takes to fight diabetes.

## **We put people first**

Diabetes affects people in many different ways.

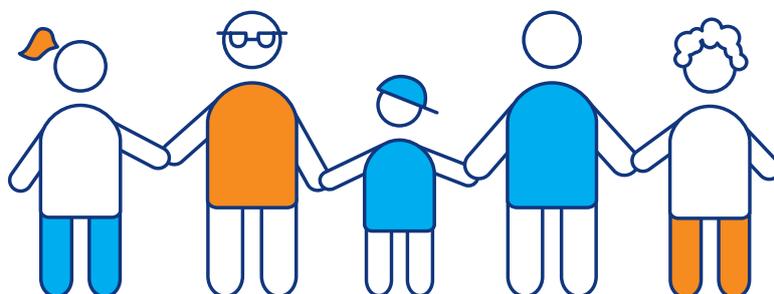
So we give people time. Listening to what they have to say and embracing their worries and concerns.

Creating a powerful network of care and support.

## **We keep things simple**

Diabetes is complicated enough.

So we're clear and concise, helping people to easily access the information that's relevant to them. Using everyday language, we speak simple truths that people need to hear.



# Our strategy

Our strategy sets out how we'll tackle the diabetes crisis. It outlines what needs to change and how we'll make this happen.



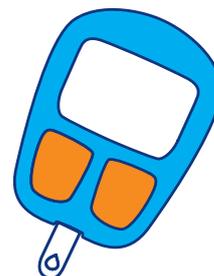
Greater investment in diabetes research



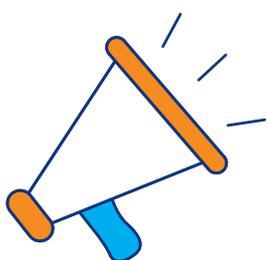
A transformation in diabetes care



Reducing obesity and preventing Type 2 diabetes



Helping everyone to manage their diabetes



A revolution in understanding and support



The best people and the best organisation



# Investing more in diabetes research

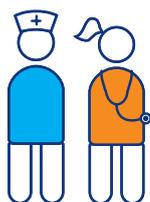
**We improve diabetes care for all types of diabetes and find new treatments through research. And it's through this research that one day, we will find a cure.**

Last year we celebrated 80 years of Diabetes UK funded advances in diabetes care. From the insulin pen, to blood glucose meters, and through better treatment of complications – our research has made a difference to millions of people's lives.

And our scientists are still making a difference today, like their ongoing work to prevent or stop Type 1 diabetes and our ground-breaking DiRECT trial that is developing a treatment to put Type 2 diabetes into remission. This has all only been possible through the investment we've been able to make in world-class research.

But right now, **for every £1 spent on diabetes care in the UK, only 0.5p is spent on research.**

It's not enough. So we're continuing to increase our investment, so that we can carry on making vital steps forward to improve the lives of people living with and affected by diabetes.



# Transforming diabetes care

**The right care and support from health services can make a big difference for everyone living with diabetes – from the point of diagnosis and throughout their lives.**

We work with people with diabetes, healthcare professionals and health and care services to make diabetes care better. This includes providing more structured education courses to help people manage their condition, and improving care for people with diabetes while they're in hospital.

We urgently need to find new ways of providing care and support. And for that, we need to know as much as possible about day-to-day life for people living with diabetes, right across the UK.

In 2017 we listened to more than 9,000 people affected by diabetes as part of our Future of Diabetes project. They told us how it feels to live with diabetes and what they want to see in the future. They described how it affects their emotions and wellbeing, talked about the quality of care they get and how often, and described how diabetes impacts every area and stage of life – from school, to work, to family and even driving. Everything.

They also told us how the health system needs to change to create a better future for people living with diabetes. A key area that people feel really strongly about is access to technology to manage their diabetes.

Following tireless campaigning by Diabetes UK alongside other charities and our fantastic supporters, in November last year NHS England announced that it would make Flash Glucose Monitoring available across the country to those people with diabetes who were eligible. This amazing piece of technology can be used by people with diabetes who are taking insulin to help them manage their blood sugar levels better.



# Reducing obesity and preventing Type 2 diabetes

**The number of people living with Type 2 diabetes has increased by 65% over the past 10 years.**

There are now **12.3 million people at increased risk of Type 2 diabetes**. And it's largely driven by our nation's expanding waistline.

Obesity is a nationwide problem that's fuelling an epidemic in Type 2 diabetes. We need to tackle it, but we can't do it alone.

That's why we're focusing on helping people change their behaviour and why we're working alongside other organisations on new measures to support us all in living healthier lifestyles.

We're working with governments in each of the four nations, and with industry, public sector bodies, health services and charities to build a society that makes the healthy choice the easy choice.

Over the next five years, we will work together with the British Heart Foundation and Cancer Research UK to help Tesco's 300,000 UK colleagues and millions of UK shoppers by removing barriers to healthier habits. We aim to improve the health of the nation by lowering the risk of cardiovascular disease, cancer and Type 2 diabetes. Diabetes UK has been working with Tesco since 2013. Together we have raised over £30 million to help millions of people eat better, get active and make healthier choices.



## Helping everyone manage their diabetes

**People living with diabetes spend on average just three hours a year with a healthcare professional and, of those newly diagnosed, fewer than 2% with Type 1 diabetes and 5.4% with Type 2 diabetes attend a diabetes education course.**

We know that a diagnosis of diabetes can be overwhelming and that we need to reach as many people as possible to support them in managing their condition. Everyone responds differently at diagnosis and how people feel about diabetes changes over the course of their life.

That's why it's so important that people living with diabetes get the tailored help they need in a way that leaves them feeling encouraged, not judged.

In 2017, we launched our Learning Zone, an online education hub filled with information from our clinical experts and people living with diabetes, to help others to manage their condition.

We've been working in partnership with other charities and NHS bodies to do just this for people of all ages, from all walks of life and in every corner of the UK.



# Creating a revolution in understanding and support

**We know the challenges that people living with diabetes can face and we understand the stigma that can be attached to talking about the condition. Or how on some days it can feel unrelenting and you just need someone to talk to who understands.**

But we also know that people misunderstand and underestimate the impact of diabetes. In fact, **only 17% of people in the UK say they think diabetes is a serious condition.**

We want people to know more about what life is like for anyone living with, at risk of, or affected by diabetes. We want to be there to help the 4.6 million people currently living with diabetes and the 12.3 million at increased risk of Type 2 diabetes.

This is why we need to bring about a revolution in understanding and support.

Through the revolution, we're aiming to reach more people to help them understand more about diabetes.

Our aim is that this will lead more people to support our work in whatever way they can. Whether that's through volunteering for us, working in partnership with us or giving us the financial support that we need to make a difference to the lives of people with or at risk of diabetes.

In 2018 our Be In the Know Campaign aimed to help people with Type 2 diabetes understand more about the seriousness of diabetes complications so that they could take action to prevent them. It exceeded all our expectations with over 1 million people visiting our website because of the campaign. Nearly 700,000 of those people were new to Diabetes UK and a quarter of them went on to find out information on our website.

As the number of people living with diabetes increases, it's essential that we're able to be there for more people.

Because when we are, it really can change someone's life.



## The best people and the best organisation

**The scale of the diabetes crisis has never been clearer.**

It affects millions of people every day.

With less than 400 of us working at Diabetes UK, we can't tackle this crisis alone. We need our wider community of volunteers and partners to work alongside our dedicated staff, because we have a big job to do.

Being part of a bigger network means we can make a bigger difference all over the country. It means we can

draw on a huge pool of expertise through our advisory panels, healthcare professionals and researchers, and tap into networks of people who know best – those living with diabetes every day.

In turn this means we achieve so much more – from influencing decisions in the NHS, to simply being there for a chat with someone who's having a hard time with their condition.

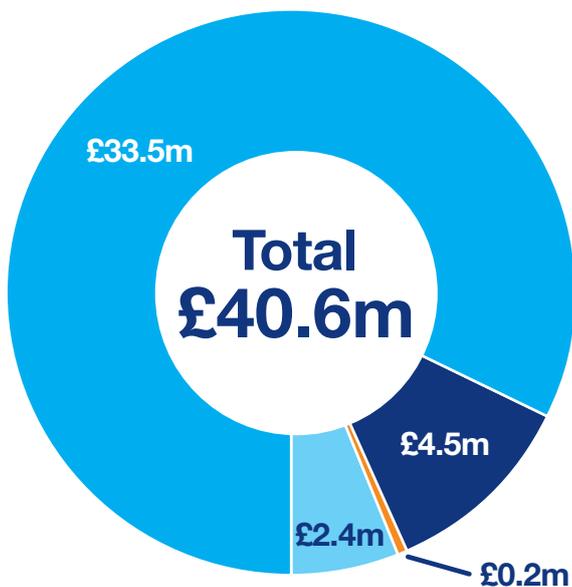
To do this it's vital that we're a charity where everyone can succeed and thrive, a charity where we learn from each other, and a charity people want to be part of.



# Our numbers

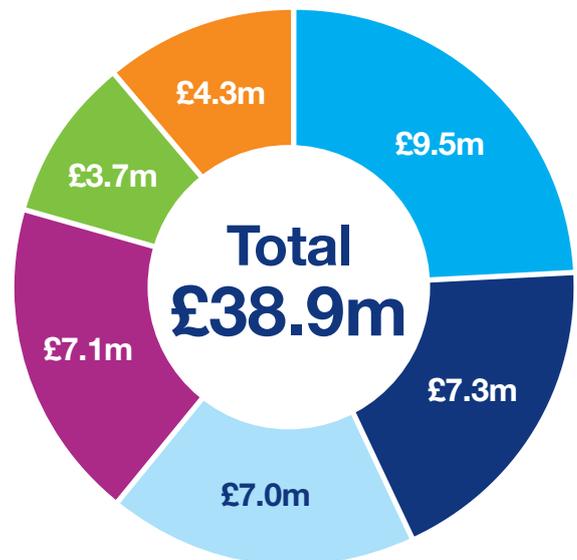
In 2017, our fundraising income was £33.5m (£24m net) and in 2018 we have exceeded budget by £1.6m on draft figures. Overall our 2018 income will be lower than the previous year because we had an exceptional legacy in 2017, plus we marked the end of our three year National Charity Partnership with Tesco and the British Heart Foundation which resulted in surplus funds being released into our accounts. Despite this, 2018 has shown growth in our non-legacy income for the first time in several years, driven by planned growth in events and mass participation, partnerships, and membership.

## Income



- Donations and legacies
- Other trading activities
- Income from investments
- Income from charitable activities

## Expenditure



- Expenditure on raising funds
- Expenditure on charitable activities:
- Research
  - Managing diabetes
  - Transforming care
  - Prevention
  - Understanding and support

# Our fundraising

**Diabetes UK has a successful fundraising operation and over the last few years we've seen steady growth in much of our programme. The team exceeded target for 2018, and we have strong plans in place for 2019 and are forecasting some growth.**

The majority of our funds are unrestricted and we are almost entirely reliant on the generosity of the public to fund our work - without this we would not be able to continue our support for people with, at risk of, and affected by diabetes.

We have a talented and ambitious fundraising team, covering Individual Giving, Philanthropy & Partnerships and Community & Events. The also works closely and collaboratively with our colleagues across all areas of the charity. Our fundraising colleagues are mainly based in our London office, but we also have a team of home-based regional fundraisers.

Our fundraising portfolio is broad, covering all major fundraising disciplines. In the past three years, we've reviewed our portfolio and are investing for growth in key areas.

One of our most rapidly growing areas is our Events and Mass Participation programme, which has grown by more than 25% in the last year. Our own events such as the Million Step Challenge have gone from strength to strength in recent years and bring in tens of thousands of participants.

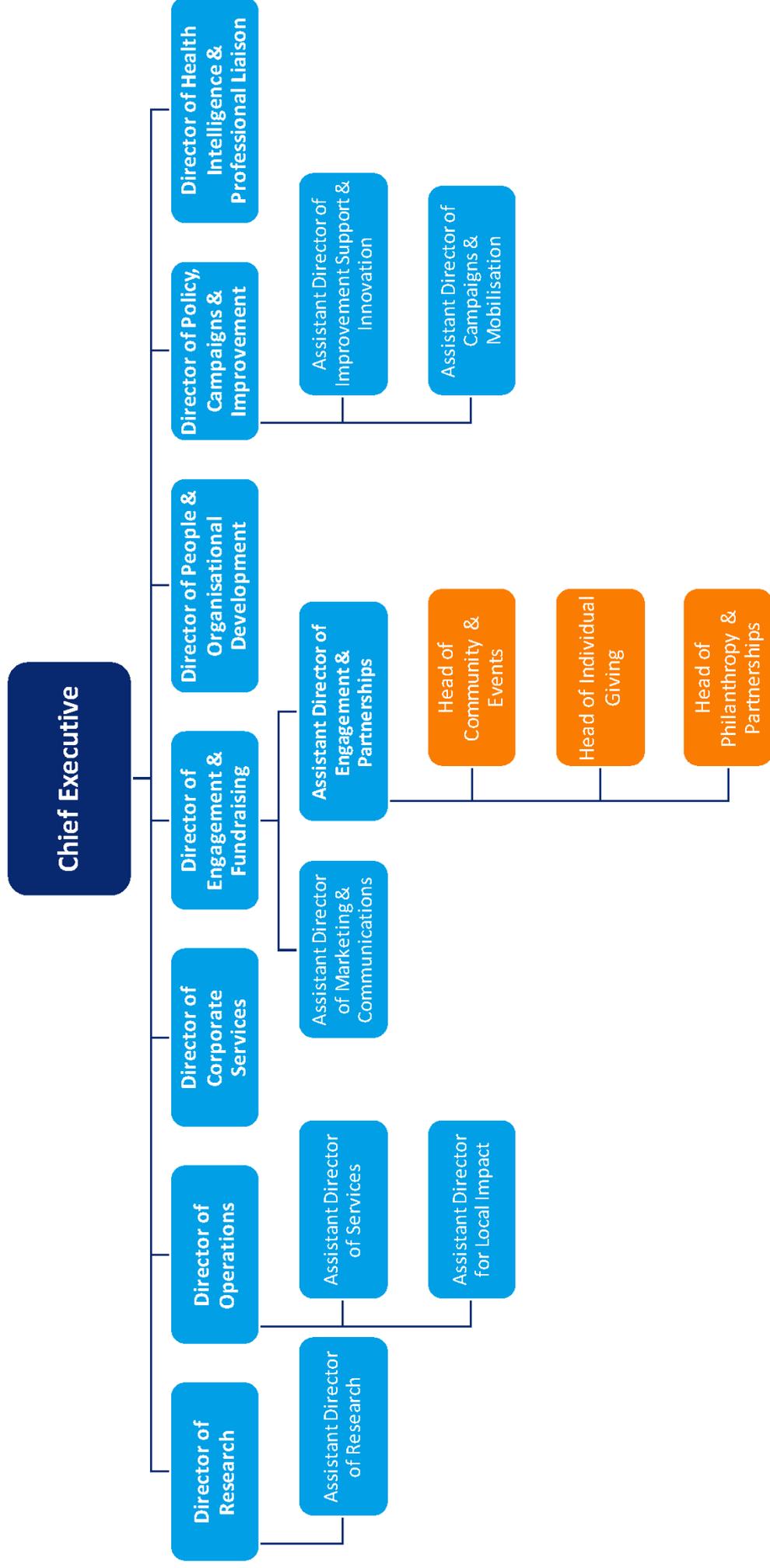
Our Individual Giving programme is responsible for over 70% of our income, and is made up of a diverse mix including legacy, regular giving, lottery, cash appeals and our exciting and newly re-launched membership proposition.

Our Philanthropy and Partnerships programme is also showing strong growth. In particular, our development of a strategic partnership approach has led to us securing a number of major corporate partnerships, the most significant of which is our five year partnership with Tesco.

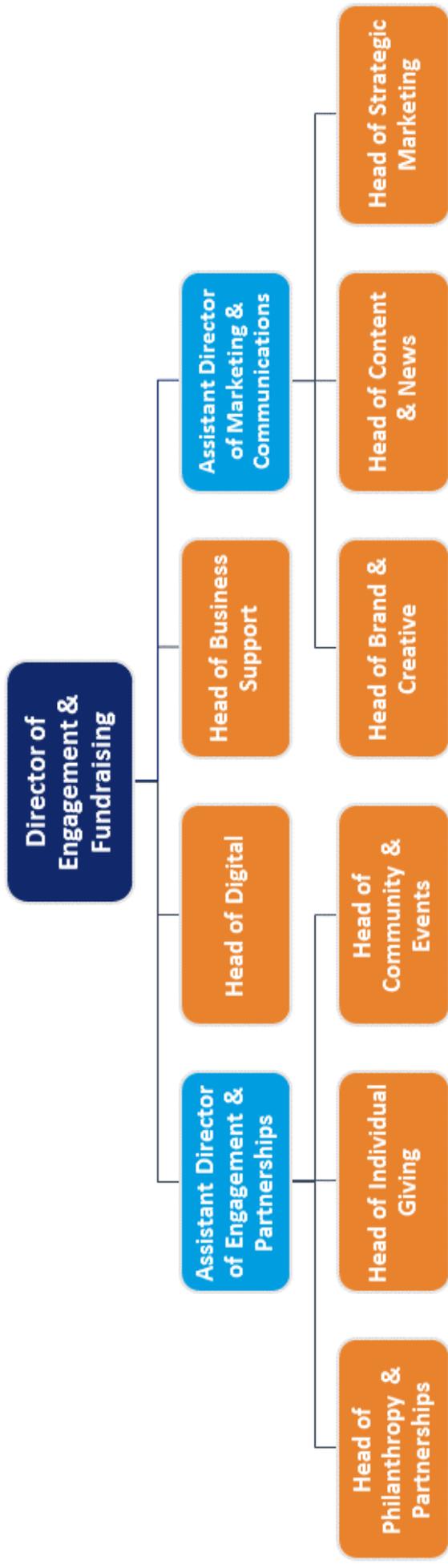
As we build on success across our traditional fundraising activity, we are also taking a much more integrated approach across the charity to engaging with all the people who come into contact with Diabetes UK as we believe this could be a key route to growth in financial support. Put simply, by making sure that people who come to us receive the information and support they need and have an excellent experience with us, we hope they are more likely to support us in return.



# Executive Team organogram



# Engagement & Fundraising organogram



# Role description



## Assistant Director of Engagement and Partnerships

<b>Directorate:</b>	Engagement & Fundraising
<b>Section:</b>	Engagement & Partnerships
<b>Hours:</b>	35
<b>Salary:</b>	Competitive
<b>Responsible for the following teams:</b>	Philanthropy & Partnerships, Individual Giving and Community & Events
<b>Reporting to:</b>	Director of Engagement & Fundraising
<b>Direct Reports:</b>	Head of Community & Events Head of Philanthropy & Partnerships Head of Individual Giving

## Working relationships

### Inside Diabetes UK

Trustees, Executive Team, Assistant Directors and Heads of Team across the charity.

### Outside Diabetes UK

Agencies, leaders in fundraising and partnership building within and outside the sector, donors, supporters and potential partners including at the highest level, other voluntary organisations.

# Role purpose

**Diabetes affects more people than any other serious health condition in the UK. Today there are 4.6m people in the UK with diabetes and 12.3 million at increased risk of developing Type 2 diabetes.**

**All this means we need to take action now.**

Diabetes UK is the leading charity for people affected by diabetes and we are leading the fight against the most devastating and fastest growing health crisis of our time with the ultimate aim of achieving our vision of a world where diabetes can do no harm.

The Engagement & Fundraising directorate, working with colleagues across the charity, is responsible for making sure that together we can reach out to engage, inspire and support millions more people, and grow our income as a result of that so that we can improve the lives of people with diabetes and achieve our ambitious goals now and in the future. As we do this we are creating a revolution in understanding and support, which is one of our strategic priorities as a charity. This role leads the Engagement & Partnerships team, which focuses on raising the funds we need to do our work.

- To build and deliver a strategy for fundraising at Diabetes UK, which is strongly integrated with the overall strategy for Engagement & Fundraising and the emerging new charity strategy. Building on current success this will set us up to deliver the income and partnerships we need to achieve our ambitious goals on behalf of people with and affected by diabetes.
- To provide strategic leadership for all fundraising activities, translating strategy into operational objectives across these areas and ensuring cross functional activities are co-ordinated and integrated to maximum effect.
- Working closely with the Assistant Director Marketing & Communications, Heads of Team and colleagues across the charity, to develop an integrated and co-ordinated approach to engaging with the public with a view to achieving a step change in growth of our community of support and our funding and fundraised income. This will focus on increasing people's consideration to give; bringing new audiences to us; encouraging people who engage with us to support us financially; developing tangible plans which lead to new partnerships and ensuring an excellent experience for all our supporters.

# Main duties and responsibilities:

## Leadership:

- Build, lead and develop a high performing team, and create a shared sense of purpose across Engagement and Partnerships and more broadly across the department and wider charity, which will deliver significant growth in reach, engagement and financial support for Diabetes UK.
- Provide leadership, direction and expertise to drive the aims and objectives of the charity.
- To work with the Engagement & Fundraising Leadership Team including the Assistant Director and Heads and also colleagues across the charity to ensure joint planning and co-ordination of all supporter facing activity.

## Income Generation:

- Consistently deliver against stretch income targets.

## Strategy:

- Working with the Assistant Director for Marketing & Communications, Heads of Team and other senior colleagues, build and deliver a strategy and plans for fundraising across the broad spectrum of activity, which makes up our fundraising work. These should be designed to achieve significant growth in reach, engagement and financial support and should put a strong focus on bringing in new support and developing fruitful long term relationships with supporters and strategic partners.
- Ensure that these are aligned with, support and advance our progress towards delivery of broader department and organisational goals and ambitions.

## Collaboration:

- Build relationships at all levels of Diabetes UK to ensure that the work of the department is understood and actively supported by other teams.
- Ensure that you and your team work actively to help other colleagues achieve their goals.

## Horizon scanning:

- Build and retain a network of contacts across the spectrum of fundraising and the commercial world, which ensures you remain abreast of developments, ready to adopt new practices and are primed to capitalise on potential opportunities.

## Campaigns:

- Work closely with the Assistant Director for Marketing & Communications, Heads of Team and other senior colleagues to develop new campaigns and approaches informed by audience and market insight which have the potential to deliver substantial growth in support and can form part of the overall product portfolio. As part of this, retain oversight of key investment decisions, ensuring we maximise opportunities for long term growth.

## Compliance:

- To monitor changes in the fundraising environment, working closely with the Head of Business Support to ensure ongoing compliance with regulatory requirements and best practice approach to voluntary codes of conduct.

## Management:

- Manage the effective use of resources to ensure the efficient running of the department and delivery against organisational operational, budgetary and reporting requirements.

## Support:

- Ensure that the infrastructure, tools and support required are in place and fully utilised.

# Person specification

## The best person for this job will be able to:

- Demonstrate superb senior level strategic influencing skills to deliver complex projects to a high standard with a wide range of internal and external stakeholders.
- Inspire, empower and motivate others to build high performing teams.
- Demonstrate a strong understanding of the key drivers of engagement and income generation across a range of areas, in order to be able to contribute to Diabetes UK's overall strategy for growth in support.
- Produce compelling business cases using proven entrepreneurial flair with commercial acumen.
- Manage significant supplier relationships relating to engagement and retention of supporters.
- Influence with gravitas at all levels.
- Promote and use very effective ways of collaborating both within the charity and externally.
- Build excellent relationships at all levels.
- Think and plan strategically, but with a strong eye for detail.
- Act as an ambassador and spokesperson for Diabetes UK.
- Work under pressure and to tight deadlines.
- Demonstrate strong programme management skills.

## The best person for this job will have experience in:

- Leading and managing teams with a responsibility for delivering fundraised income or commercial value through mass engagement and/or major partnerships.
- Developing relationships or approaches which have led to demonstrable fundraising or commercial success.
- High level strategic decision-making, with the capacity to make informed judgements and take responsibility for outcomes.
- Developing strategies and associated plans and budgets, which maximise mass engagement or fundraised or commercial income.
- High level budget setting and financial monitoring skills.

## The best person for this job will be:

- A robust and well organised individual, who provides excellent leadership and management of themselves, other people and resources.
- A strong strategic thinker and influencer.
- Highly driven and ambitious both personally and for the charity.
- Creative, innovative and entrepreneurial with strong commercial judgement.
- Flexible, diplomatic and assertive, with excellent negotiating skills.
- Very interested in contributing to areas beyond specialist responsibility.
- Educated to degree standard or relevant experience e.g. relevant marketing/fundraising qualification.

# ★ Our benefits

- Generous annual leave starting at 25 days plus bank holidays.
- Generous pension provision, life assurance and permanent health insurance.
- A Cash Healthcare Plan (giving you up to £1,600 towards a range of out of pocket health expenses like new glasses, dentist, chiropractor or osteopath appointments).
- Early finish Friday and flexible working.
- Discounts on gym membership and days out.
- Employee assistance programme to give you support on any issues that come up in life.
- Annual Season ticket loan.
- Cycle to work scheme.
- Very active social scene including sport teams, gardening and other activities.



# How to apply

Please forward a CV together with a supporting statement (maximum two pages of A4). Please ensure that you have included mobile, work and home telephone numbers, as well as any dates when you will not be available or might have difficulty with the recruitment timetable.

Applications should be made via the Prospectus website at:

**[www.prospect-us.co.uk/jobs/details/HQ00174487](http://www.prospect-us.co.uk/jobs/details/HQ00174487)**

## Recruitment Timetable

**Deadline for applications:**  
Monday 4th March 2019

**Interviews with Diabetes UK:**  
w/c 11th March 2019

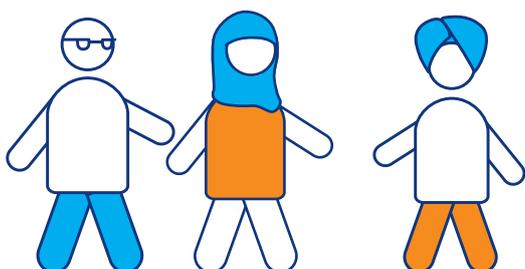


## Queries

If you wish to have an informal discussion about the opportunity, please contact Ryan Burdock or Ian Burpitt at Prospectus on **020 7405 4999**, or email

**[ryan.burdock@prospect-us.co.uk](mailto:ryan.burdock@prospect-us.co.uk)**

**[ian.burpitt@prospect-us.co.uk](mailto:ian.burpitt@prospect-us.co.uk)**





# Working for a world where diabetes can do no harm

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**Email** [info@diabetes.org.uk](mailto:info@diabetes.org.uk)

 /diabetesuk

 diabetesuk

[www.diabetes.org.uk](http://www.diabetes.org.uk)

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