

Job Title

Head of Community & Events

Key focus of the role

To grow and optimise Community & Events activities and income through the leadership of a geographically dispersed team. Responsible for working in a strategic, integrated way to achieve net income targets and deliver a programme of supporter engagement which builds long term loyalty and financial support.

Key deliverables

- Provide strategic leadership to the Community and Events team, ensuring that the multi-discipline and regionally dispersed team collaborate effectively, deliver results, reach target audiences, and offer an excellent supporter experience
- Be accountable for developing and delivering against high performance KPI's and budgets across the team, ensuring we continue rapid but sustainable growth in our fundraising activities.
- Build upon and optimise a portfolio of fundraising activities to include mass participation events (including virtual), third party events and regional fundraising initiatives which will inspire our supporters to take multiple actions increasing their engagement with Diabetes UK
- Play a leading, proactive role in the development of a positive, innovative, and supportive culture with colleagues across Diabetes UK, in order to maximise opportunities and performance

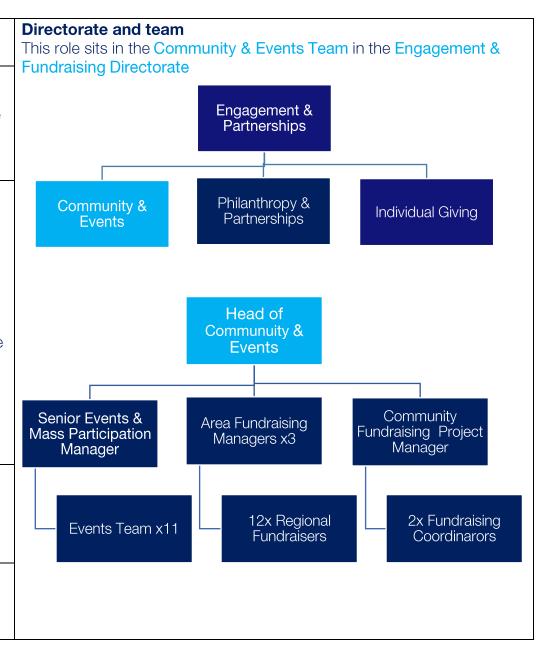
Contractual information

Contract type: Permanent

Hours: 35Band: 3

Key working relationships internal

Many teams across the charity - Community and Events colleagues alongside other fundraising teams and the wider Engagement & Fundraising Directorate. Colleagues in Senior Leadership roles, local





| teams Volunte | in the Regions & Nations, Operations, Finance, IT, Data and eering. |
|---|--|
| People organis agenci fulfilme | rorking relationships external eliving with or affected by diabetes, individual donors, sations and corporate partners. Digital advertising and Creative es, online giving providers, Strategic and Corporate partners, ent agencies, event material suppliers, event venues, colleagues at charities. |



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).

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Key activities - What you need to do

| | etting & delivering strategy and objectives | Managing Resources | lm | nproving Delivery | Managing & developing others |
|----|---|---|----|---|---|
| 1. | Responsible for setting the strategic direction of Community and Events team -clearly setting, communicating, and supporting the delivery of team plans and objectives. (S) | 4. Ensure the team and other associated teams deliver an effective and excellent supporter experience, including accurate data recording, thanking and stewardship. | 7. | Make sure our fundraising activities are optimised and we are innovating, testing new channels and building engagement with our supporters | 10. Lead, inspire, mentor and develop direct line reports in their roles, sharing knowledge, experience and work with them to enhance their skills and professional development (S) |
| 2. | Lead third party relationships to create and deliver successful community and events activities. Ensure supporter journeys are | 5. Lead on financial forecasting and budgeting as well as setting and achieving challenging Key Performance Indicators (KPIs). (S) | 8. | Manage and contribute to significant stakeholder relationships to maximise opportunities and improve delivery for our supporters. | 11. Focus on upskill of the team, to ensure we are delivering effective marketing plans and activities, and embedding the principles of digital marketing and engagement. |
| | optimised to maximise supporter engagement and long term income. | 6. Accountable for our activities, ensuring they are compliant with all aspects of the Fundraising codes of practice, Gift Aid and Data protection. | 9. | Play an active role in fostering an innovative, collaborative environment, operating as part of the organisation's Leadership Forum to generate and maximise fundraising opportunities. (S) | 12. Accountable for developing new skills and capability across the team – with a special focus on relationship led fundraising practice. |



Skills, knowledge, experience and behaviours – <u>How</u> you need to do it

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

| Setting and delivering strategy & objectives | Improving Delivery | Managing and developing others | Communicating with others |
|--|--|--|--|
| Use you senior level events and community experience in a strategic capacity to deliver and exceed multi-million pound income targets (S) | 4. Apply a thoughtful planning and project management approach to improve existing activity including through innovation whilst leading on developing a pipeline of new products | 7. Role model excellent interpersonal skills and a track record for collaborative working and building effective, sustainable relationships at all levels (S) | impact through collaboration, |
| 2. Lead the Community & Events team confidently and autonomously, demonstrating your ability to inspire and direct others with a clear vision of success 3. Demonstrate your experience in creative development, marketing and fundraising by | 5. Create opportunities to innovate our processes, tools and systems to ensure we are creating the best and most effective supporter experiences to build long term engagement (S) 6. Apply your broad expertise to | 8. Demonstrate a confidence to seize new opportunities, achieve buy in and initiate actions which improve results and add value 9. Support and challenge colleagues to ensure we are always led by insight, seizing | 11.Use your communication skills to speak to people at all levels, managing relationships with internal teams and external agencies to ensure integrated, high quality delivery of our fundraising activities 12.Apply your proven experience of developing holistic supporter communication strategies to ensure demonstrable income growth and increased engagement (S) |
| delivering a high performing, distinctive portfolio of fundraising activity | orming, make good use of data and | opportunities and taking accountability for providing an excellent supporter experience | |

Qualifications - Qualifications you need to carry out this role

N/A