



<p><b>Job Title</b> Senior Supporter Development Manager</p>	<p><b>Directorate and team</b> This role sits in the Individual Giving team in the Engagement &amp; Fundraising directorate</p>
<p><b>Key focus of the role</b> The role is responsible for leading the team responsible for retaining and developing our existing supporters. The role is essential to the charity's aim of providing excellent experiences for our supporters that deepen engagement and maximise the support we receive to fund our life-changing work. The role will lead on the development and delivery of end to end retention strategies and supporter experiences aligned with audience targeting, insight and applying a multi-channel 'test and learn' approach.</p>	 <pre> graph TD     EP[Engagement &amp; Partnerships] --- PP[Philanthropy &amp; Partnerships]     EP --- IG[Individual Giving]     EP --- CE[Community &amp; Events]     style IG fill:#00AEEF,color:#fff   </pre>
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>▪ Create, implement and manage the annual plan and budget for Supporter Development, including setting and agreeing KPIs used to monitor the team's performance</li> <li>▪ Manage and develop the Supporter Development team to motivate and inspire them to deliver high quality and successful activities.</li> <li>▪ Work closely with and influence key stakeholders across the charity, particularly IT, to facilitate the delivery of high quality and compelling fundraising activities which maximise income and supporter engagement.</li> <li>▪ Effectively manage key suppliers ensuring the products and services they provide continually add value to our plans.</li> </ul>	<p><b>Job and reporting Line</b></p>  <pre> graph TD     HIG[Head of Individual Giving] --- SSDM[Senior Supporter Development Manager]     style SSDM fill:#00AEEF,color:#fff   </pre>
<p><b>Contractual information</b></p> <ul style="list-style-type: none"> <li>▪ Contract type: Permanent</li> <li>▪ Hours: Full time (35 hours)</li> <li>▪ Pay range: Band: 4</li> </ul>	
<p><b>Key working relationships internal</b> Individual Giving, Engagement &amp; Partnerships Directorate including Strategic Marketing, Brand, Creative Services, Business Support (Insight, analysis, Database Marketing team, Finance, Customer Care Centre, IT and CIS (Database) teams</p>	
<p><b>Key working relationships external</b> Other charities, external agencies (Marketing &amp; various service providers), supporters of Diabetes UK, general public and people with diabetes</p>	

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

Setting & delivering objectives	Making decisions	Improving delivery	Collaborating with colleagues
<p>1. Set the strategic direction of the Supporter Development team in line with the wider Individual Giving and organisational strategies. (S)</p> <p>2. Create and manage the Supporter Development budget and plan. Tracking and forecasting income and expenditure. Taking an agile approach to ensure KPIs are met.</p> <p>3. Manage and develop the Supporter Development Managers. Setting objectives, holding 1-1s, and providing support and guidance to enable them to achieve their objectives and develop their skills and experience.</p>	<p>4. Work with colleagues across Individual Giving &amp; Business Support to analyse and understand our audiences to ensure we remain relevant and maximise engagement.</p> <p>5. Engage with key stakeholders across the charity to identify opportunities for the Supporter Development team to engage with cross-organisational projects to maximise engagement and support from our key audiences.</p> <p>6. Evaluate, maintain and develop our product portfolio to ensure we have the right activities to meet the needs of our audiences.</p>	<p>7. Responsible for identifying and recommending improvements to processes &amp; systems that the Supporter Development team rely on to deliver activities and projects in a timely and compliant way.</p> <p>8. Work closely with our agencies and suppliers and take the lead on ensuring the Supporter Development team establish and maintain effective working relationships.</p>	<p>9. Ensure the Supporter Development team build collaborative ways of working with other teams and directorates to ensure our plans and projects are understood and are delivered to a high quality with the appropriate level of organisational awareness and coordination (S)</p> <p>10. Effectively communicate with relevant stakeholders and dependencies to ensure the successful implementation of activities and projects</p>

**Skills, knowledge, experience and behaviours – How 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.

Managing and developing others	Collaborating with colleagues	Setting and delivery strategy and objectives	Building External Relationships
<p>1. Able to manage and lead a team, delegating effectively to ensure direct reports are supported, developed, motivated and inspired to deliver high quality and impactful work. (S)</p> <p>2. Promote the work of the Supporter Development team internally, identifying opportunities to share results &amp; learning and building an organisational understanding of the work of the team. (S)</p> <p>3. Lead the Supporter Development team to innovate within existing products to ensure value and engagement is maximised.</p>	<p>4. Actively seek opportunities across the organisation to enhance existing Supporter Development activities or to align with broader organisational initiatives through cross-organisational networking and working groups.</p> <p>5. <b>Work with colleagues in IT to ensure processes and systems are appropriately managed and monitored, incidents are reported and resolved and the supporter experience is prioritised. (S)</b></p> <p>6. Establish any gaps in the product portfolio and work with key stakeholders to develop, test, and evaluate any new product development.</p>	<p>7. Utilising knowledge and experience of direct marketing techniques to build long term strategy to maximise engagement with our customers .</p> <p>8. Ensure there is alignment between the work of the Supporter Development team and our wider departmental and organisational strategies.</p>	<p>9. Work closely with the Fundraising Supplier Manager to ensure we build collaborative and build successful relationships with our agencies and key suppliers.</p> <p>10. Work closely with trade bodies such as the Chartered Institute of Fundraising to ensure the activities and plans for Supporter Development are compliant and reflect latest sector guidance.</p>

**Qualifications – Qualifications you need to carry out this role**

N/A