

**DiABETES UK**  
KNOW DIABETES. FIGHT DIABETES.



# FUNDRAISING PROJECTS OFFICER – EVENTS

# 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:** Fundraising Projects Officer

**Contract type:** 12-month Fixed Term Contract (FTC)

**Hours:** 35

**Band:** 6

**Key relationships (internal and external):**

Fundraising and Engagement directorate, Fundraising Events Team, Strategic Marketing, Brand and Creative, Business Support, Data & Insight, Media agency, fundraising agencies, materials suppliers, supporters, and event participants

**Key focus of the role:**

As Fundraising Project Officer in the Community & Events team, you will coordinate and deliver cross-team projects, supporting the team to improve processes, respond to new opportunities and trends, and maximise income across all fundraising activity.

The role will be varied and interesting, enabling you to use your organisation and communication skills to improve supporter experience across our virtual and in-person mass participation events, as well as supporting our Third Party and Community Fundraising activity.

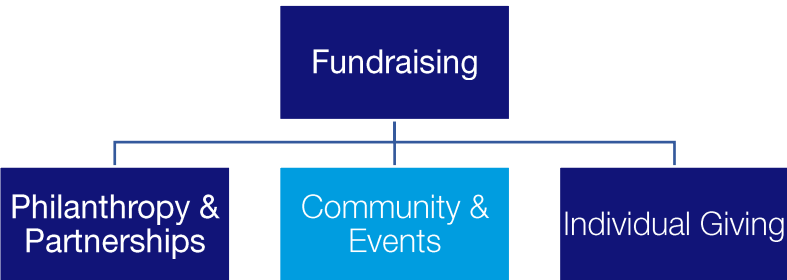
Working with the Senior Community Fundraising Manager you will work on the wider team Retention project, building our understanding of our supporters, their interactions with Diabetes UK offers. You will use data to build best practice for retaining supporters and aim to improve their Lifetime Value.

This is a varied role that will involve working with colleagues across the organisation and representing the goals of the Community & Events team.

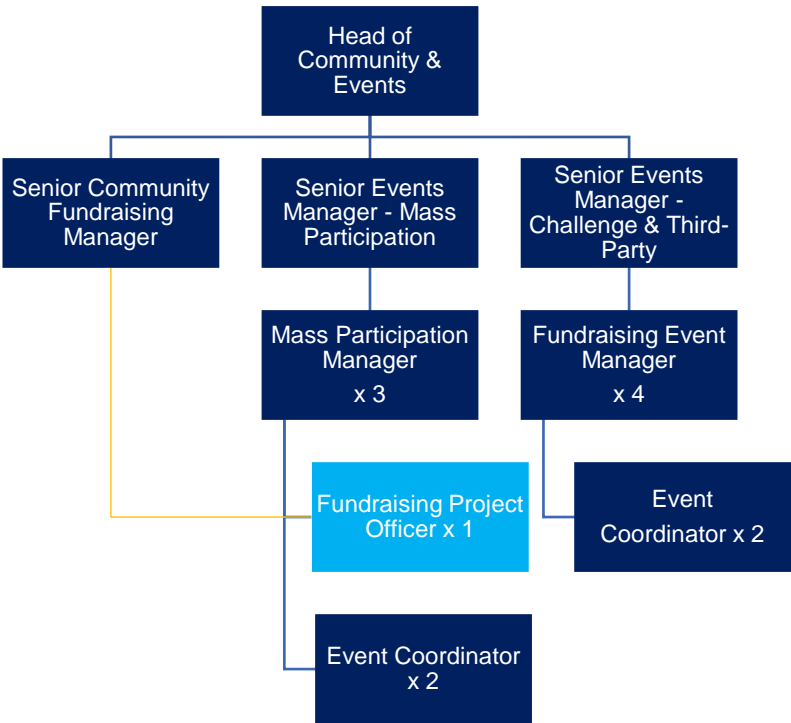
## Directorate and team

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

### Department



### Role and reporting Line



## Main responsibilities

- Coordinate and deliver cross-team projects, supporting the Community & Events Team to improve processes, respond to new opportunities, and maximise income across all fundraising activity.
- Working with the team to lead on projects that improve supporter experience, meet supporter demands and drive better activation, average gift and lifetime value.
- Work collaboratively with event managers to develop supporter journeys that engage fundraisers, exploring ways we can continuously improve the experience our supporters have when fundraising
- Work with Senior Managers and Event Managers to determine project scope, key stakeholders, planned outcomes and reporting measures.
- To build project timelines and work with stakeholders to keep projects running to schedule and within scope.
- Report back regularly to Community and Events Fundraising colleagues, and organisational stakeholders, on the status of the projects you're managing.
- Build project evaluations and recommendations based on your findings, taking a data-led approach to your insight.
- Offer stewardship and fundraising support to participants across events and other activity.
- Share insights, and best practice from across the sector to recommend optimisations and innovation across our activity and portfolio.
- Use data and insight to inform decision making on projects and report findings back to team members, and other both internal and external stakeholders
- Support and work with the team to deliver regular testing, reporting and insight led recommendations to optimise projects and events.
- Work with key external stakeholders, such as marketing and online giving agencies to build the team's sector understanding and ensure we offer an unparalleled experience from acquisition to stewardship and onward journey with Diabetes UK
- Attend product launches and event days, to support the wider portfolio.

## 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:

- Organise your time across multiple priorities, demonstrating clear evidence of effective planning and communication
- Work collaboratively with others to deliver results
- Communicate confidently using phone, face-to-face and written communication to create engaging experiences for fundraisers
- Collect, analyse and interpret data to help Diabetes UK make decisions based on insight
- Travel and work some evenings, weekends and unsociable hours in delivery of product launches and event days

You will have experience in:

- Project management and delivery, with the ability to build project plans, meet deadlines and work across teams
- Working in fundraising teams or the charity sector with an understanding of the principles of fundraising (desirable)
- Supporter stewardship and care, demonstrating the ability to communicate with a diverse range of supporters and offer them fundraising guidance
- Managing multiple priorities at any one time, whilst clearly communicating and managing expectations for project delivery

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:

- Communication, with the ability to build rapport with peers, and excellent relationships with our supporters
- Collaboration, confident in liaising with internal and external stakeholders to get the most effective results
- Organisation, demonstrating clear evidence of effective planning and time management
- Reporting, able to work with fundraising data (e.g. average value, activation rates) and present insights in a clear and easy to interpret way

You will have knowledge of:

- Fundraising events and the wider charity sector
- The principles of data protection and fundraising compliance
- Contact relationship management (CRM) systems, with confidence using a supporter database
- Fundraising supporter journeys, and techniques to increase the fundraising of participants taking on an event or activity

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

- A relationship builder, with the ability to build positive working relationships internally and externally
- Data-driven, seeking opportunities to use data and insight to learn more about our audiences
- Solution-focussed, generating ideas to support the team to improve their ways of working
- Proactive, engaging with cross-working groups across Community and Events, and the wider organisation

- Highly organised, taking accountability for regularly reviewing process and adapting activity as needed
- A team player, proactively sharing your experience and learnings with peers to benefit the whole portfolio

Qualifications/professional membership (if applicable):

n/a



# 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](mailto:recruitment@diabetes.org.uk)

Call **0345 123 2399**

Visit [diabetes.org.uk](https://diabetes.org.uk)

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

