

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



SENIOR MASS PARTICIPATION MANAGER

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: Senior Events Manager – Mass Participation

Contract type: Full-time, permanent

Hours: 35 hours

Band: 4

Key relationships (internal and external):

The wider Engagement & Fundraising Directorate, namely the Challenge & Third-Party team, Marketing and Communications, Data, IT, Legal, Digital & Finance. Externally, the role will manage relationships with creative, digital and marketing agencies as well as online giving providers, fulfilment agencies and corporate partners.

Key focus of the role:

The Senior Events Manager leads a dynamic team of six in delivering our multi-million-pound portfolio of virtual, mass participation events. In this pivotal role, you will oversee renowned events such as the One Million Step Challenge and Swim22, while spearheading innovation to keep Diabetes UK at the forefront of the sector.

As a leader, you will inspire and empower your team to achieve excellence, fostering a culture of high performance and collaboration. Your strategic vision will shape our event offerings, ensuring they remain compelling and competitive in a rapidly evolving landscape.

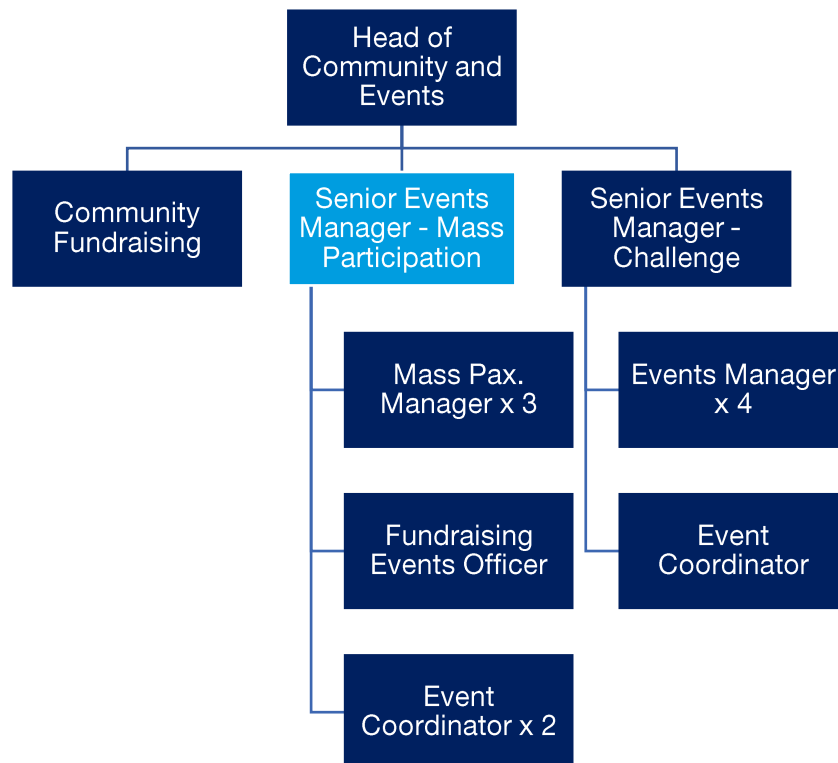
With a keen eye for innovation, you will continuously evaluate our existing portfolio, assess market trends, and analyse supporter preferences to identify new opportunities for engagement and growth. Your insights will shape our approach to acquiring and retaining supporters, maximising the impact of every initiative.

Operating with precision and efficiency, you will oversee a full calendar of events, leveraging data-driven insights to optimise resource allocation and drive sustainable outcomes. Your ability to make informed decisions will be instrumental in maximising the value of charitable resources.

Directorate and team

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

Department



Main responsibilities

- **Leadership and Team engagement:** Lead, inspire and empower the Mass Participation Team to achieve results through effective leadership and fostering a culture of high performance.
- **Strategic portfolio management:** Develop and execute a diverse portfolio of virtual events aimed at generating income, enhancing brand visibility, and deepening supporter engagement.
- **Innovation and portfolio development:** Drive continuous innovation and development within the event portfolio, building multi-year plans to ensure sustainable income growth and relevance in a dynamic market landscape.
- **Impact assessment and evaluation:** Establish robust mechanisms for monitoring and evaluating the impact of mass participation events, leveraging data-driven insights to drive continuous improvement.

- **Stakeholder engagement:** Cultivate and maintain effective relationships with internal and external stakeholders, including agencies, partners, and participants, to optimise collaboration and support for event initiatives.
- **Financial management and accountability:** Oversee budget allocations and financial planning for mass participation events, ensuring efficient resource use that drives the most value.

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:

- Implement and manage the mass participation strategy to enhance our virtual events offer.
- Lead the Mass Participation Team confidently, inspiring others with a clear vision for growth.
- Coach and develop team members to continuously evolve their skills and expand their professional networks.
- Support and challenge colleagues to effectively reach new and existing audiences at scale and maximise impact.
- Work with external partners and agencies, clearly communicating roles, responsibilities, and expectations to drive effectiveness through collaboration.

You will have experience in:

- Developing and delivering against KPIs and financial targets, closely monitoring event metrics.
- Creating excellent supporter experiences and optimising journeys to drive better engagement.
- Managing competing demands to improve existing activities while innovating and developing new products.
- Building close, effective working relationships and offering peer support to colleagues to increase productivity and efficiency.

- Developing business cases for investment and securing stakeholder buy-in for new activities and initiatives.

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:

- Team leadership and performance management, setting and supporting the delivery of team plans and objectives.
- Collaboration with internal and external stakeholders, particularly agencies, to develop fundraising experiences and deliver competitive marketing strategies.
- Process development to enhance the supporter experiences whilst identifying resource efficiencies e.g. automation.
- Rigorous data analysis and application of insights to test, evaluation and continually improve results.
- Translating data, insights and strategic outcomes into meaningful objectives for your team.

You will have knowledge:

- The external fundraising environment, including new marketing and fundraising opportunities.
- Fundraising law and compliance requirements.
- Best practises in virtual event management, supporter engagement and fundraising
- Effective budget management practices and financial accountability.
- Innovation processes and methodologies to drive continuous improvement and product development.
- Impactful project management and planning approaches to deliver results.

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

- Demonstrating a commitment to test, learn and adapt to strengthen approaches.
- Maintaining a strong personal commitment to impact through collaboration and effective communication with stakeholders.
- Demonstrating attention to detail and commitment to delivering high performance
- Encouraging accountability for learnings and development among team members

- Being highly organised, evident in your planning, project management and approach to communicating with stakeholders.

Qualifications/professional membership (if applicable):

- NA

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

