

# National Director Northern Ireland

## Application Pack



# Introduction

**Dear Candidate,**

**Thank you very much for your interest in this important and exciting role at Diabetes UK Northern Ireland. 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 100,000 people in Northern Ireland who are living with diabetes, 90% of whom have Type 2, and 12,000 whom have yet even to be diagnosed. Those people who are diagnosed face the risk of life-changing, and life-limiting, complications and every week lives are lost prematurely to diabetes here.

At Diabetes UK Northern Ireland 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 in Northern Ireland – we're dynamic and ambitious, as well as being friendly and great fun to work with. Our team works with colleagues across the UK and beyond to help create a revolution in understanding and support.

I'm looking for an experienced and ambitious leader. Someone who wants to lead, shape and develop our Northern Ireland operation 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 a track record of building and sustaining high performing teams; be a strategic thinker able to influence at both local and national levels to precipitate change; be able to forge strong partnerships through excellent stakeholder management; and to bring in and manage resources to maximise the charity's impact.

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

**Dr David Chaney**  
**Assistant Director for Local Impact**

# 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.

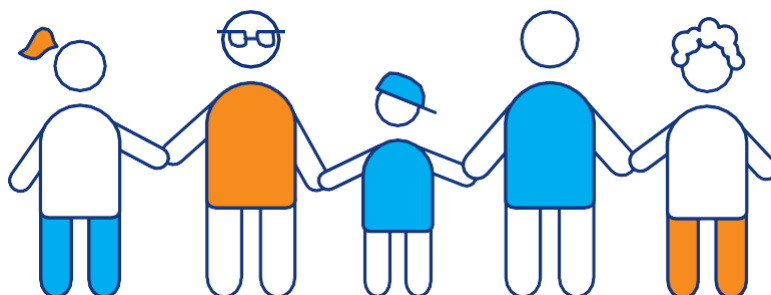
Creating a powerful network of care and support.

## **We keep things simple**

Diabetes is complicated enough.

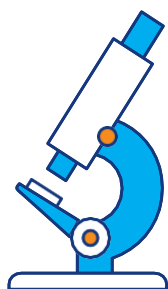
So we're clear and concise, helping people to easily access the information that's relevant to them.

Using everyday language, we speak simple truths that people need to hear.

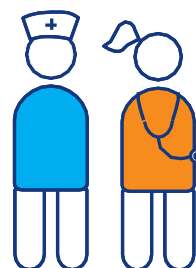


# Our strategy

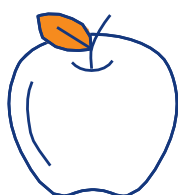
Our strategy sets out how we'll tackle the diabetes crisis. It outlines what needs to change and how we'll make this happen.



Greater investment in diabetes research



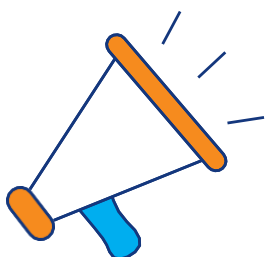
A transformation in diabetes care



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



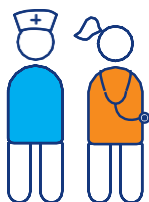
# Investing more in diabetes research

**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 in Northern Ireland and 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 and we will continue to work tirelessly to improve that access through our health service.

All of this awareness raising on the need for transforming care will be supported by our continuing programme of engagements with our supporters. Just two examples include our popular Family Weekender in Northern Ireland, and the Type 1 awareness and activity events for our children and young people.





# Reducing obesity and preventing Type 2 diabetes

**The number of people living with Type 2 diabetes has increased by 65% over the past ten 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 just a small team at Diabetes UK Northern Ireland, 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.

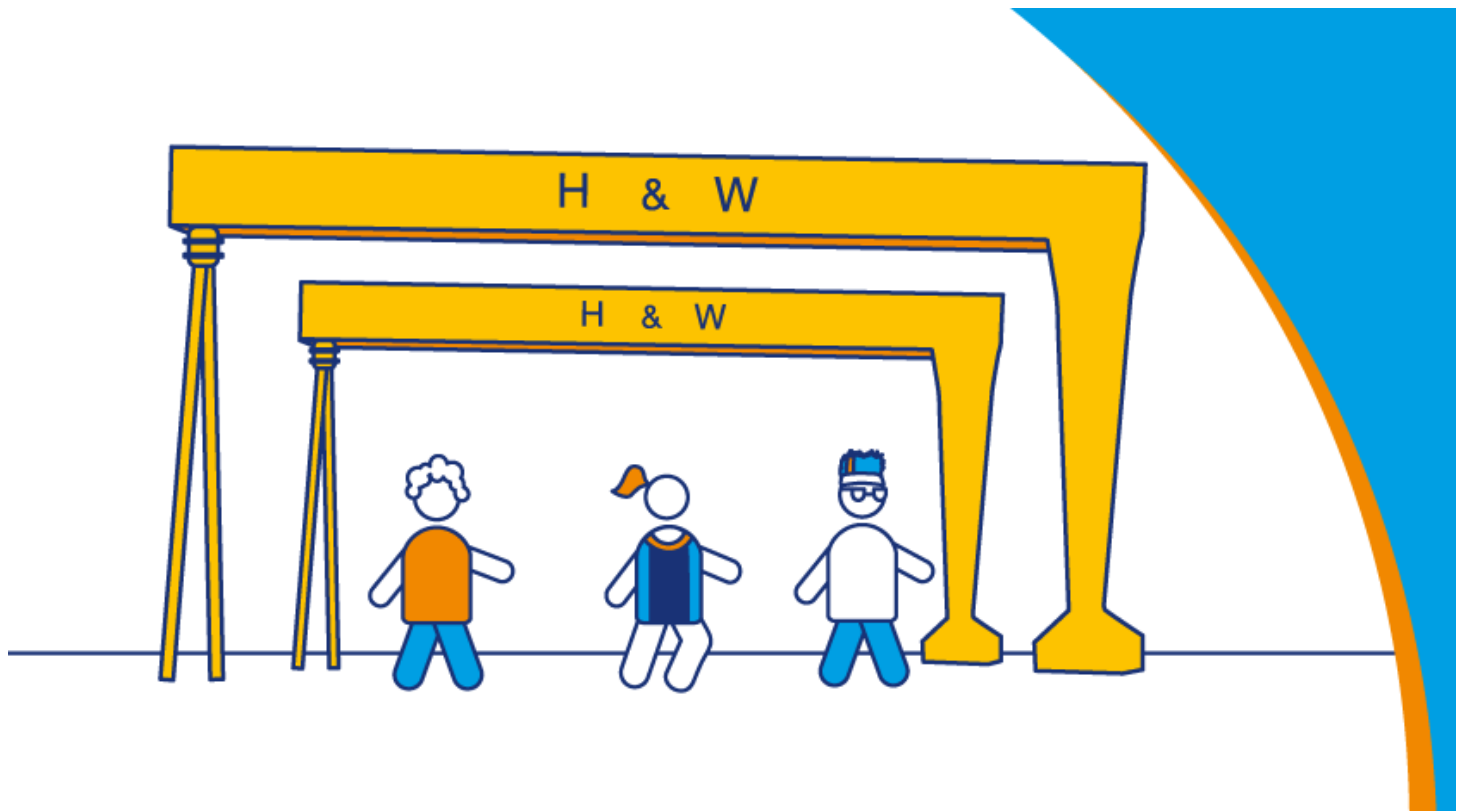
Being part of a bigger network means we can make a bigger difference all over the country. It means we can

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.

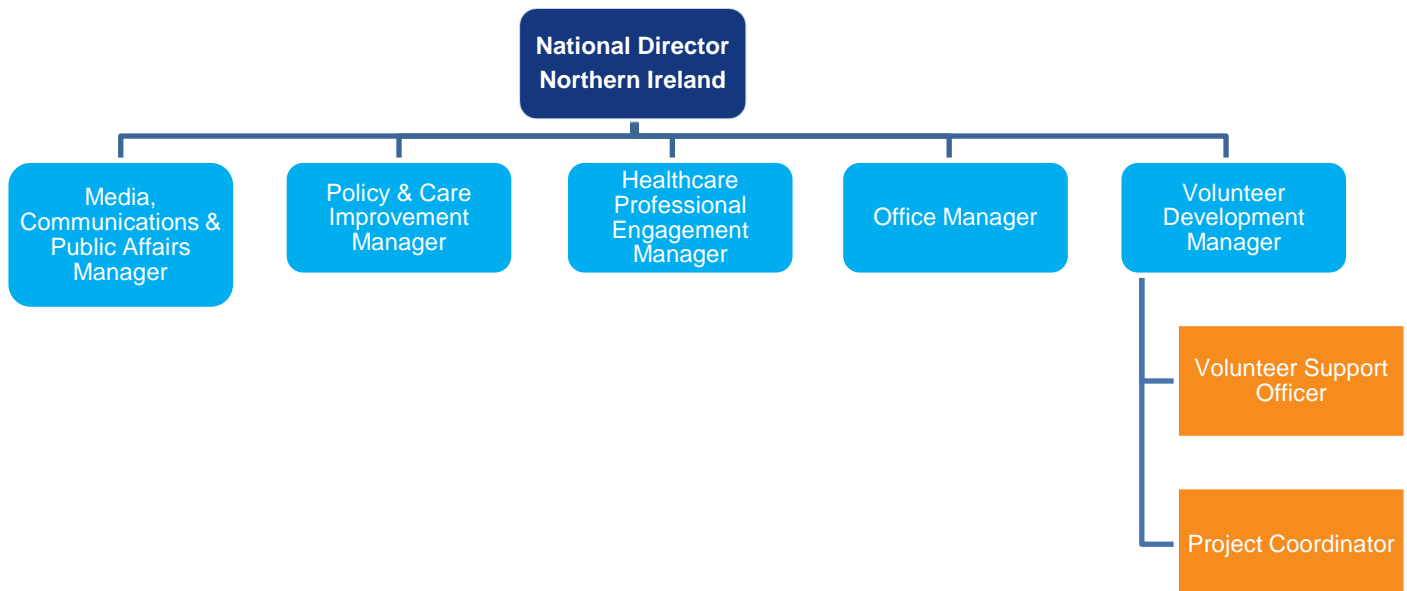
In turn this means we achieve so much more – from influencing decisions in the health trusts, to simply being there for a chat with someone who's having a hard time with their condition.

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.





## Diabetes UK Northern Ireland Org Chart





# Role description



## National Director Northern Ireland

<b>Directorate:</b>	Operations
<b>Section:</b>	Regions and Nations
<b>Employment:</b>	Permanent, full-time
<b>Salary:</b>	£48,000 to £51,000
<b>Responsible for the following teams:</b>	Northern Ireland
<b>Reporting to:</b>	Assistant Director – Local Impact
<b>Direct Reports:</b>	Five

## Working relationships

### Inside Diabetes UK

Executive team, Heads of teams, teams across the organisation, NI Advisory Council, Voluntary group chairs and office members, volunteers

### Outside Diabetes UK

Senior civil servants, ministers and politicians, Senior players in the health service, Diabetes Network Board members, media, directors and CEOs of other third sector organisations

# Role purpose

Over 100,000 people in NI and over 4 million people in the UK live with diabetes, a long term health condition, and the number affected is projected to grow dramatically. Diabetes UK is the leading UK charity that cares for, connects with, and campaigns on behalf of people affected by and at risk of diabetes:

- We help people with diabetes to live a long and healthy life by providing information, advice and support and guiding appropriate service development to meet their needs
- We campaign with people with diabetes and with healthcare professionals to improve the quality of care across the UK's health services
- We fund pioneering research into care, cure and prevention for all types of diabetes

This role leads our work in Northern Ireland. It will focus on the following:

- Working in Partnership with the Department of Health, HSCB and PHA to guide the implementation of the Diabetes Strategic Framework by participating and influencing the Northern Ireland Diabetes Network
- Influencing the health system in NI to deliver the healthcare that people living with diabetes need including running national and local campaigns
- Powering up the volunteer supporters in NI so that there is strong growth in Volunteers and local partner organisations to deliver our strategy and support local communities
- Raising awareness of diabetes and working to get better prevention interventions for diabetes in the most high risk groups and to see early diagnosis of diabetes improved
- Support the fundraising directorate's work in NI so that we can grow our impact through increasing resources
- Working and engaging with health care professionals so that we educate, challenge and support them to deliver better health care for people living with diabetes
- We have a small and honed set of non-commissioned services we offer people living with diabetes. In NI to promote cross UK services and run a small portfolio of local projects that fit within organisation objectives
- To contribute to the Operations Leadership team and cross organisational projects helping to bring the context and knowledge of Northern Ireland to everything we do

# Main duties and responsibilities:

## Deliver Change:

- Support the delivery of the NI Diabetes Strategic Framework for improved outcomes for people living with diabetes in NI
- Input into the development and delivery of key priorities aligned to the Diabetes UK strategy and Diabetes Network so that it is in line with our organisational outcome goals and responsive to local needs and issues
- Influence and deliver change in policy and practice both nationally and locally so that people with diabetes have better health and quality of life outcomes. This includes strategically deploying a full range of influencing tools: campaigns, media, lobbying, policy work, partnerships, public engagement and quiet diplomacy

## Advocate:

- Manage the National Advisory Council committee so that it supports the NI team in delivering change.
- Promote Diabetes UK's recommendations for care and facilitate the monitoring of these standards.
- Develop in conjunction with the central HCP team, the strategy for engaging with local HCP and their representative organisations so that we support, educate and challenge HCPs to deliver high quality care for people living with diabetes
- Raise awareness of diabetes within NI so that people are aware of the condition and can take appropriate action and so that people in influence make appropriate policies

## Lead:

- Lead the strategy for volunteer growth in NI so that groups and individual volunteers are actively engaged with Diabetes UK strategy and so that we grow the support we can provide people with diabetes at a local level
- Manage the day to day running of the NI office including managing the annual income and expenditure for Diabetes UK NI
- Integrate the NI office into the wider organisation working strongly with other heads of teams and departments so that the NI team benefit from the collective skills and experience of the whole organisation and so that the NI context is well understood and supported by all.

## Support:

- Strongly support the work of the fundraising team in NI
- Develop a small but relevant local service portfolio as appropriate in line with the central services team
- Be accountable for the implementation of core compliance policies for Diabetes UK in NI including health and safety, safeguarding, data protection etc.
- Input into the strategic direction of the organisation and play a key role in the Operations Leadership Team.
- Act as the spokesperson for Diabetes UK in Northern Ireland with local media.



# Person specification

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

- Develop and lead a high performing team to work collaboratively to improve care for people living with and at risk of diabetes in NI and across the UK
- Build productive relationships and communicate in a compelling way with a wide range of people, demonstrating strong personal credibility and excellent interpersonal skills
- Work well with other senior managers and teams to have an influence on the wider organisation to build a high performing culture
- Focus on results in order to maintain an emphasis on defining, monitoring and achieving results in line with strategic priorities.
- Manage projects, able to set collective objectives, set plans, track progress through KPIs and reframe plans as needed; prioritising and seeking critical information
- Understand and be committed to equal opportunities and diversity, of safeguarding children and vulnerable adults and of the need to show leadership to ensure compliance to key policies

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

- Strong leadership and building and sustaining high performing teams
- Strong strategic thinking and influencing both at a national and at a local level to make change happen; strong ability to decide on influencing targets and to drive strong planning and delivery and measurement of impact
- Bringing in resources through effective cross team working and through external engagement; and proven track record of managing budgets and resources effectively
- Stakeholder management, building strong partnerships that deliver change
- Knowledge of diabetes and related issues (desirable)
- Knowledge of the Northern Ireland Health Service and voluntary sector (desirable)
- Dealing with the media (desirable)

## The best person for this job will:

- Be educated to degree level or have relevant experience
- Have five years' experience of leading staff teams
- Have experience of budget management, ideally in excess of £500k
- Be willing to work some evenings and weekends
- Be willing to travel both in NI frequently and across the UK from time to time
- Have a clean UK/Irish driving license and access to a car for work purposes

# ★ 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.
- Employee assistance programme to give you support on any issues that come up in life.
- Annual Season ticket loan.
- Cycle to work scheme.



# How to apply

Please forward a CV, maximum three A4 sides, together with a completed application form available from [www.engageexec.co.uk](http://www.engageexec.co.uk), ensuring 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 either by email to:

**[patrick@engageexec.co.uk](mailto:patrick@engageexec.co.uk)**

or by post to:

**Patrick Minne**

**Engage Executive Talent**

**31 Bruce Street**

**Belfast BT2 7JD**



## Queries

If you wish to have an informal discussion about the opportunity, please contact Patrick Minne at Engage on

**028 9024 5356** or email

**[patrick@engageexec.co.uk](mailto:patrick@engageexec.co.uk)**

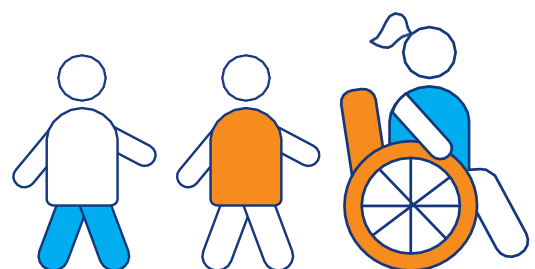
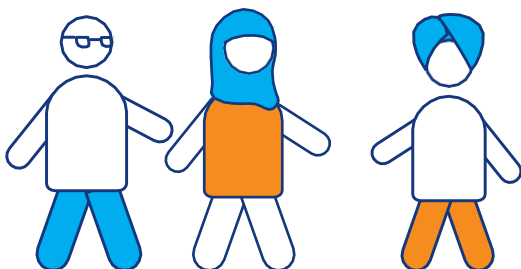
## Recruitment Timetable

### Deadline for applications:

Noon, Wednesday 13 November 2019

### First Interviews with Engage:

w/c Monday 18 November 2019









# Working for a world where diabetes can do no harm

Diabetes UK  
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Lisburn BT28 1TW

**Call** 028 9066 6646  
**Email** [n.ireland@diabetes.org.uk](mailto:n.ireland@diabetes.org.uk)  
 /diabetesukni  
 @diabetesukni

\*Calls may be recorded for quality and training purposes.  
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