

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



Director of Engagement  
and Fundraising



## Introduction from the Chief Executive

### **A new and very different future for people living with, and at risk, of diabetes is within our grasp. We have the opportunity to shape that future**

Thank you for your interest in becoming our new Director of Engagement and Fundraising at Diabetes UK. This role offers a real opportunity to help shape the future for the 1 in 15 of us living with diabetes in the UK.

We have a vision of a world where diabetes can do no harm. With five million people in the UK already living with diabetes and many more at risk of getting type 2 diabetes, it is our biggest and growing health crisis. We are the leading charity for the 4.6 million people with diabetes in the UK; we fund critical research, influence policy, campaign for better health outcomes and treatments and provide a range of information and support services.

The impact of Covid-19 in the past 18 months has thrown into stark relief the health inequalities and outcomes that exist across the UK and for many charities has had a huge impact on their ability to generate income. The pandemic has also had a disproportionate impact on those living with diabetes and their loved ones. As a charity, our work has never been more needed and we have come through this period in a strong position, more resilient and ready to grow our income and impact even further.

Our new Chair, Dr Carol Homden, joins in January and we have an engaged board and senior leadership team who all share the same commitment to realising our ambitions of ensuring that people with diabetes live well and for longer and of preventing or curing the condition.

Now is a very exciting time to join our executive leadership team and make your mark within the organisation and with our key stakeholders. We need a strategic, ambitious and experienced leader with a strong track record of driving income growth and engagement and who can spot and maximise opportunities to raise our profile even further and engage with the millions of people unaware of the potentially devastating impact of diabetes.

You will be leading our largest, integrated directorate, encompassing fundraising, engagement, marketing and communications, and to succeed in the role you will be a truly collaborative, visible and enabling leader who demonstrates a long term, joined up approach to engagement and who can energise and develop teams and build on the gains we've already made. You will be someone who always sets the bar high and has experience of driving and delivering change and in turn will support and influence the organisation to ensure our ambitions are realised.

Diabetes UK aims to be an equal opportunity employer; the organisation recognises and respects the value and diversity of all. If you are committed to helping fight inequality and tackling the stigma that people with diabetes can face, I very much look forward to hearing from you.

**Chris Askew OBE, Chief Executive**



## About Us

We are Diabetes UK. Our vision is a world where diabetes can do no harm. 4.8 million people are living with diabetes in the UK, and we fight to get everyone the care they need wherever they live – including diabetes tech free on prescription. We are the UK's leading charitable funder of diabetes research. We improve lives through pioneering research into all forms of diabetes and diabetes-related complications. The work we support helps us understand the causes of diabetes, bring about life-changing breakthroughs in care, treatment and prevention and bring us closer to a cure. In 2019 we invested over £6.8 million in diabetes research and agreed to support 35 new studies.

We are leading the fight against the UK's biggest and growing health crisis. And it's a fight that involves us all – sharing knowledge and taking on diabetes together. As the UK's leading diabetes charity, it's our job to tackle the diabetes crisis and we are here to prevent Type 2 diabetes, campaign for and support everyone affected by diabetes, and fund research that will one day lead us to a cure. We are fighting for a world where diabetes can do no harm. Diabetes is a serious and often hidden condition, so without access to crucial information and support people experience life-changing and potentially fatal complications.

All our work is made possible thanks to our supporters who offer their time, their donations and fundraising to help us find reach a world where diabetes can do no harm.



# Our Strategy

At the heart of our strategy, what motivates us every day, and what drives us towards our vision of a world where diabetes can do no harm, are two ambitions.

1. We want people to live well and longer with diabetes
2. We want to cure or prevent diabetes

Society continues to change and technological and clinical breakthroughs could transform the quality of life for people with diabetes within a generation. But, right now, with obesity on the rise and with the damage that all types of diabetes can do greatly underestimated, the next generation are facing even more harm. To succeed and to create a world where diabetes can do no harm, we need a bold, ambitious strategy.

## Our outcomes

- More people with type 1, type 2 and all other forms of diabetes will benefit from new treatments that cure or prevent the condition.
- More people will be in remission from type 2 diabetes.
- More people will get the quality of care they need to manage their diabetes well. Fewer people will get type 2 and gestational diabetes.
- More people will live better and more confident lives with diabetes, free from discrimination.
- Equal Access to the right care, treatments and technologies
- Trained, knowledgeable, confident healthcare professionals

The next five years are critical. With more and more people affected by diabetes, we have no choice but to fight harder than ever before.

## We will

- Bring the experts together and challenge the decision makers to be bolder.
- Listen and act and persuade others to join us.
- Work with our donors, volunteers, partners, researchers, clinicians and campaigners to make change happen
- work with healthcare professionals to help them better understand diabetes, the needs of people living with it and what good care looks like

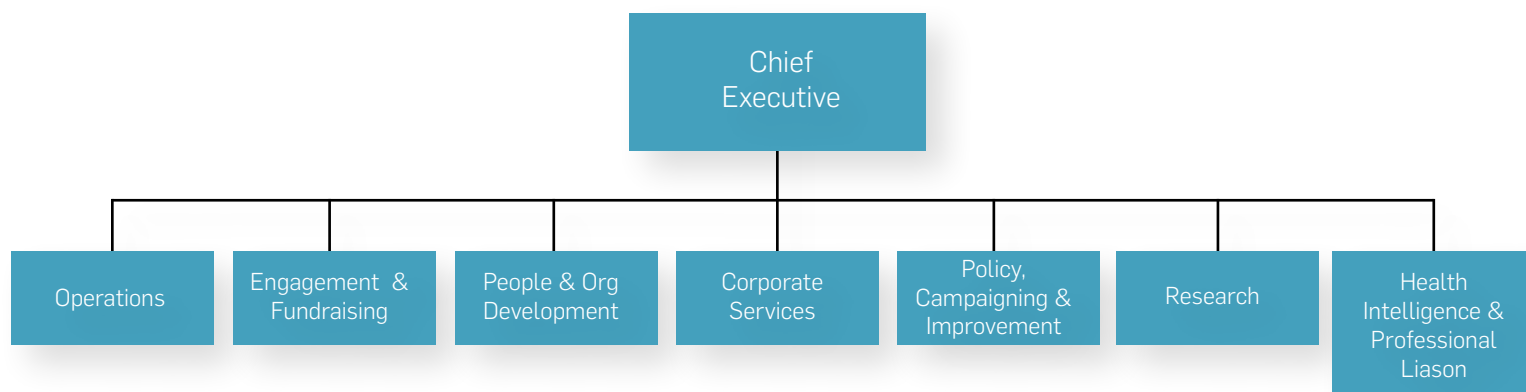
To read our strategy please visit [https://www.diabetes.org.uk/about\\_us/strategy](https://www.diabetes.org.uk/about_us/strategy)



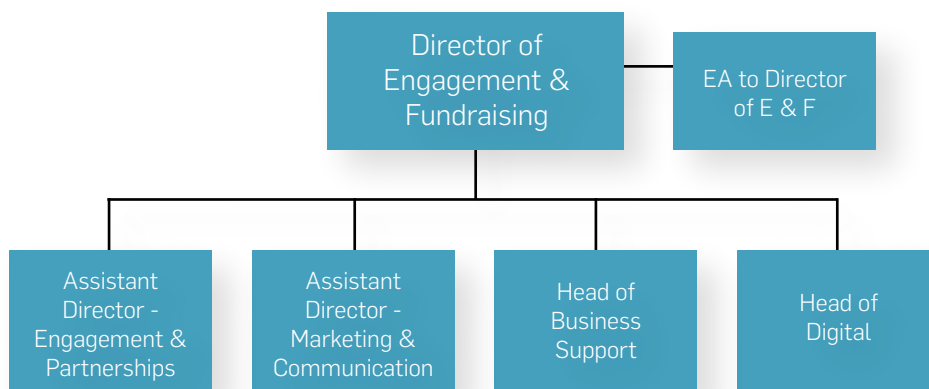
# Directorate and team

This role sits in the Engagement & Fundraising Directorate.

## Department



## Job and reporting line





# Job Description

## Key focus of the role

Through your leadership of the Engagement and Fundraising directorate, you will drive the charity's growth, which will allow us to increase our impact for people affected by diabetes. This will include significantly growing the number of people we engage with and the income we raise. You will play a role in leading the charity as a member of the Executive Team and you will co-lead the *Fighting Diabetes with You* outcome driver of our current strategy.

## Key deliverables

- Build significant support, including financial, for the diabetes cause and the work of Diabetes UK, ensuring we are positioned as the organisation of choice for people who need support in relation to diabetes
- Provide leadership to the charity as a member of the Executive Team, and role model a collaborative and enabling approach to leadership
- Co-lead one of the charity's strategic outcomes or outcome drivers to deliver the commitments we've made to people living with or affected by diabetes



# 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**).

## Key activities – What you need to do

When applying, focus on the bullet points that are **bold** only. We will use these elements for shortlisting purposes.

### Setting & delivering strategy & objectives

1. **Play a key role in setting and delivering strategy for the charity as a member of the Executive Team.**
2. Co-lead the Fighting Diabetes with You outcome driver and steering group, to set the direction for ambitious growth, which allows the charity to maximise its impact.
3. Set high level integrated plans within agreed budgets for the directorate which maximise the potential for long term engagement of many more people and growth in income, whilst exercising excellent financial and budgetary management.

### Managing & developing others

4. **Work with the Engagement & Fundraising senior team to role model excellent people management and leadership to create an environment and culture for colleagues so they achieve their best work, where they have opportunities to succeed and thrive, and are more likely to stay with the charity.**
5. Lead, coach and develop a high performing senior team that has a clear sense of purpose, responds quickly to the external environment, and takes advantage of emerging opportunities.

### Making change happen

6. **Lead the development of key cross charity assets to enable significant growth in engagement and income: our brand, our marketing, our approach to building engaged communities, our website and our portfolio of fundraising activity.**
7. Set a vision and rationale for any changes needed to achieve the charity's ambitions for growth, incorporating these into your team's objectives and performance monitoring.
8. Ensure the right resources and capability are put in place across the directorate to deliver ambitious growth.

### Improving delivery

9. **Lead a culture of functional excellence, using your experience of driving growth in organisations, so that we use insight from people with diabetes, coupled with learning from previous activity, to achieve measurable impact from all our engagement and fundraising work.**
10. Work with peers to drive improvements in charity wide systems and streamline organisational processes to allow colleagues to have maximum impact in their work.

## **Skills, knowledge, experience and behaviours – How you need to do it**

When applying, focus on the bullet points that are bold only. We will use these elements for shortlisting purposes.

### **Managing & developing others**

1. **Develop your direct reports so that they can succeed and thrive, and lead your teams so they are highly engaged and have a commitment to shared goals.**
2. Be a strong team player, leading and influencing effectively in a outcomes-led, matrix environment to achieve change collaboratively.

### **Making change happen**

3. **Apply your experience of driving and delivering change to achieve significant growth, so that we can do more for people affected by diabetes.**
4. Lead in a way that inspires and brings colleagues with you, harnessing their energy and expertise to achieve success.

### **Building external relationships**

5. **Bring a track record of building senior external relationships for mutual benefit so that you can lead and drive new opportunities for us to achieve impact.**
6. Build strong external networks that allow you to bring new thinking and ideas into our work, and encourage your team to follow your lead.
7. Role model the importance of engaging with diverse communities and groups of stakeholders so that we can reach and support those people who need us most.

### **Collaborating with colleagues**

1. **Lead the team in a way that promotes collaboration to achieve greatest impact across the directorate and with other teams in the charity.**
2. Build excellent relationships with colleagues across the charity to foster engagement and achieve results.
3. Be a problem solver who helps develop solutions that make a difference in situations where there is a complexity of multiple stakeholders.

### **Qualifications**

**Desirable (not essential)** - Chartered Institute of Fundraising Diploma and/or Chartered Institute of Marketing Diploma





# Terms of Appointment

<b>Contract type</b>	Permanent
<b>Hours</b>	35 hours a week
<b>Salary</b>	Salary up to £105,000 (Band: 1)
<b>Pension</b>	Starting at 5% employer/3% employee (Aviva).
<b>Generous benefits</b>	<ul style="list-style-type: none"><li>• Annual leave starting at 25 days plus bank holidays rising every year up to 30 days maximum</li><li>• Flexible working (Future Way of Working) and Early finish Friday</li><li>• 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)</li><li>• Discounts on gym membership and days out</li><li>• Employee assistance programme to give you support on any issues that come up in life</li><li>• Home office interest free loan</li><li>• Annual season ticket loan</li><li>• A very active social scene including sport teams, gardening and other activities</li><li>• Generous pension provision, life assurance and permanent health insurance</li><li>• Cycle to work scheme</li></ul>



# How to Apply

We hope you will consider making an application. If having read through the candidate brief you have any questions about the appointment, please contact [Rebecca.OConnor@starfishsearch.com](mailto:Rebecca.OConnor@starfishsearch.com)

**To make an application, please go to <https://starfishsearch.com/jobs/diabetes-uk-dir-eng-fr/> and click on the apply now button, with the following prepared:**

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the experience and knowledge criteria with a focus on the bullet points that are in bold.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

<b>Closing date:</b>	<b>14th January 2022</b>
<b>Preliminary interviews with Starfish:</b>	<b>w/c 1st February 2022</b>
<b>Interviews with Diabetes UK:</b>	<b>w/c 21st February 2022</b>

