



CANDIDATE PACK

DIRECTOR OF POLICY, CAMPAIGNS, AND IMPROVEMENT

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



WELCOME

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 Policy, Campaigns and Improvement 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 5million 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 has thrown into stark relief the health inequalities and outcomes that exist across the UK and has had a disproportionate impact on those living with diabetes and their loved ones. At a time when the profile of diabetes is dropping within the NHS and government, we need a strategic, resilient leader who brings considerable experience of building impactful influencing strategies and engaging with and influencing a wide range of external stakeholders up to the highest levels across the NHS and local health systems, government, MPs, and policy makers to help drive change at a local level for the diabetes community.

You will be leading a large, integrated directorate within the charity and we need someone who is naturally collaborative and adept at engaging effectively across organisations at both a regional and national level and is able to empower and inspire teams so that they have opportunities to succeed and thrive.

Diabetes UK aims to be an equal opportunity employer; the organisation recognises and respects the value and diversity of all. You do not need to come from within the charity sector, but if you share our values and 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. 5 million people are living with diabetes in the UK and we fight to get everyone the care they need wherever they live and whatever their background or situation. Alongside our role as the lead diabetes charity campaigning for the best possible treatment and care in diabetes, we are the UK's leading charitable funder of diabetes research, improving 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.

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.

- We want people to live well and longer with diabetes.
- 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

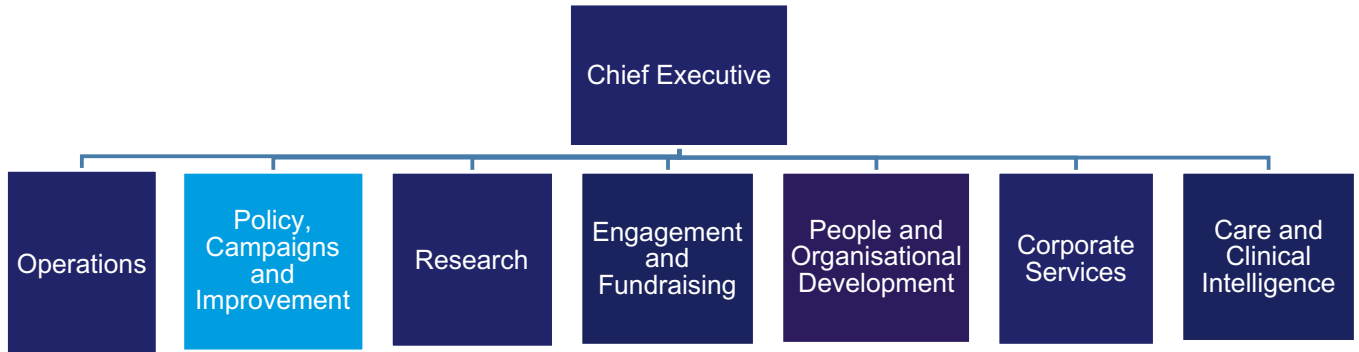
- Bring the experts together and challenge the decision makers to be bolder.
- Listen and act and persuade others to join us.
- Work with our donors, volunteers, partners, researchers, clinicians and campaigners to make change happen.
- Work with healthcare professionals to help them better understand 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

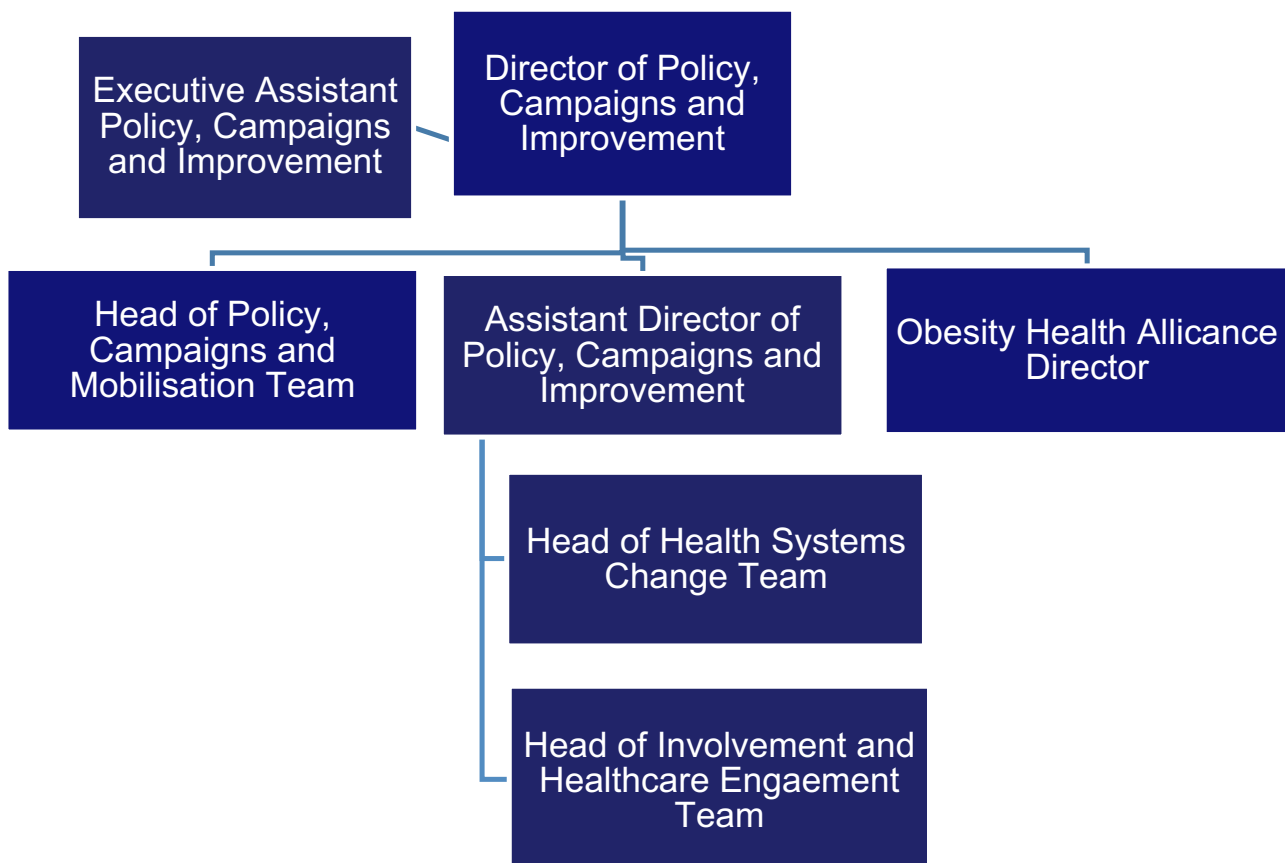
DIRECTORATE AND TEAM

This role sits in the Policy, Campaigns, and Improvement Directorate

DEPARTMENT



JOB AND REPORTING LINE



JOB DESCRIPTION

Job title: Director of Policy, Campaigns and Improvement

KEY RELATIONSHIPS:

Internal – Trustees, Executive Team, Assistant Directors, Heads of Teams, Co-Leads of Strategy Outcomes/Drivers, Diabetes UK Regional & National Offices

External – Government departments, NHS England and DHSC, civil servants at all levels, voluntary sector senior representatives, national and local health service bodies, professional associations and Royal Colleges, healthcare professionals and patient representatives.

ROLE PURPOSE

Through your leadership of the Policy, Campaigns and Improvement directorate, you will lead teams to develop and implement our strategy to constantly improve outcomes for people living with and at risk of diabetes. This will include responsibility for building impactful influencing strategies, ensuring those affected by diabetes are at the heart of all we do and that Diabetes UK supports and works in partnership with healthcare professionals to bring us closer to our vision of a world where diabetes can do no harm. You will play a role in leading the charity as a member of the Executive Team and you will co-lead one of the charity's strategic outcomes or outcome drivers.

MAIN RESPONSIBILITIES

- Lead our influencing, campaigning and engagement work with people affected by diabetes and healthcare professionals to create the environment where positive change benefits the diabetes community.
- Lead our partnership and coalition working to influence the external environment on priority areas.
- 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

- Play a key role in setting and delivering strategy for the charity as a member of the Executive Team, whilst specifically taking responsibility for our policy messages, influencing and improvement support programmes.
- Co-lead a strategy outcome steering group.
- Set high level ambitions and monitor delivery of integrated plans within agreed budgets for the Policy, Campaigns and Improvement directorate which maximise the potential for achieving all of our key outcome goals and to improve care for those living with and at risk of diabetes.
- Provide leadership to the Policy, Campaigns and Improvement Directorate delivering policy, public affairs, campaigns and our engagement work with users and healthcare professionals, providing a culture of continuous learning and innovation.
- Work with the Policy, Campaigns and Improvement 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.
- Provide leadership support to enable the Obesity Health Alliance team to set and deliver strategic ambitions, in collaboration with Coalition partners.
- 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.
- Put people affected by diabetes at the heart of everything we do ensuring all our work is grounded in deep knowledge of their experiences.
- Ensure that our community has purposeful ways to work together with teams in the organisation and wider community to create positive change.
- Advise the Executive Team, CEO and Board on opportunities for improving the lives of people affected by diabetes and the diabetes healthcare community.
- Be an ambassador for Diabetes UK to continue increasing our voice as an authority on all forms of diabetes and prevention interventions.
- Lead the team in a way that promotes collaboration to achieve greatest impact across the directorate and with other teams in the charity.

HOW YOU NEED TO DO IT (THE HOW)

SKILLS

- Significant experience of developing direct reports so they can succeed and thrive in managing complexity and ambiguity, leading your teams so they are highly engaged and have a commitment to shared goals.
- Ability to work collaboratively to manage competing priorities and demands, leading ongoing strategic prioritisation and managing stakeholder expectations in order to deliver maximum impact.
- Excellent communication, networking and influencing skills, with the ability to build purposeful relationships at a very senior level.
- Demonstrable evidence in building, managing and developing partnerships with organisations with shared values.
- Excellent critical information seeking skills able to see the important in a wealth of detail.
- Be a problem solver who helps develop solutions that make a difference in situations where there is complexity of multiple stakeholders.

KNOWLEDGE

- Detailed understanding and experience of the health, public health and care context within which we operate, ideally with a background in policy, strategic influencing or service delivery.

EXPERIENCE

- A track record of working at senior level in a role which requires an organisation-wide, cross-functional strategic perspective on issues, challenges and opportunities.
- Significant experience of setting and influencing policy development in health and/or social care.
- Experience of local systems change and improvement approaches working with health planners, healthcare professionals, people with lived experience and/or social care.
- Evidence of creativity, seeking new ideas and ways working to inspire and lead innovation.
- Lead in a way that inspires and brings colleagues with you, harnessing their energy and expertise to achieve success.

BEHAVIOURS

- Be a strong team player, leading and influencing effectively in a outcomes-led, matrix environment to achieve change collaboratively.
- Build proactive and positive relationships with colleagues and in the wider external environment to achieve change and benefit for people affected by diabetes.
- A resilient and well organised individual with drive and creativity who provides excellent leadership and support of others and care of self.
- A commitment to equal opportunities and diversity and the aims and values of Diabetes UK.

QUALIFICATIONS/PROFESSIONAL MEMBERSHIP

- Evidence of continued professional development.



TERMS OF APPOINTMENT

SALARY

The salary for this role is £85,000 - £95,000 per annum on a full-time permanent basis.

LOCATION

London

PENSION

Starting at 5% employer/3% employee (Aviva)

ANNUAL LEAVE

Annual leave starting at 25 days plus bank holidays rising every year up to 30 days maximum

ADDITIONAL BENEFITS

- Flexible working (Future Way of Working) and Early finish Friday
- 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)
- Discounts on gym membership and days out
- Employee assistance programme to give you support on any issues that come up in life
- Home office interest free loan
- Annual season ticket loan
- A very active social scene including sport teams, gardening and other activities
- Generous pension provision, life assurance and permanent health insurance
- Cycle to work scheme



HOW TO APPLY

We hope you will consider making an application. If you have further questions and would like to have an informal conversation, please contact Chris Milo at chris.milo@starfishsearch.com and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/duk-di-pol-cam-imp/> 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 knowledge and experience criteria.

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.

Closing date:	Monday 29th May 2023
Preliminary interviews:	Late w/c 5th and early w/c 12th June 2023
Final Panel interviews:	w/c 3rd July 2023

