SENIOR COMMUNITY FUNDRAISING MANAGER (RETENTION)

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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.

Tackling inequality is part of our mission, and we're committed to being a diverse and inclusive organisation, for all of our people and volunteers. We have a friendly and inclusive culture, with a range of staff networks and ways to get involved. You can find out more about our approach to equity, diversity and inclusion in our strategy here EDI Strategy Branded version 22 March 2023.pdf.

Our vision is a world where diabetes can do no harm. Join us today, and together, we can make that a reality.

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JOB DESCRIPTION

Role title: Senior Community Fundraising Manager

Contract type: Fixed-term contract (9 months)

Hours: 35

Band: 4

Key relationships (internal and external):

Fundraising and Engagement Directorate, Data and Insight, Strategic Marketing, Online Giving Platforms, Fulfilment Houses, Fundraising Suppliers

Key focus of the role:

The Senior Community Fundraising Manager will provide strategic leadership, setting the direction for retention, supporter engagement, stewardship and operational effectiveness across Community Fundraising.

The role is accountable for leading a team of Community Fundraisers to achieve their objectives and KPI's, while maximising income, retention and supporter progression. This includes defining and embedding a consistent, insight-led approach to supporter journeys, ensuring clear entry points into the organisation and effective pathways for supporters to grow their engagement over time.

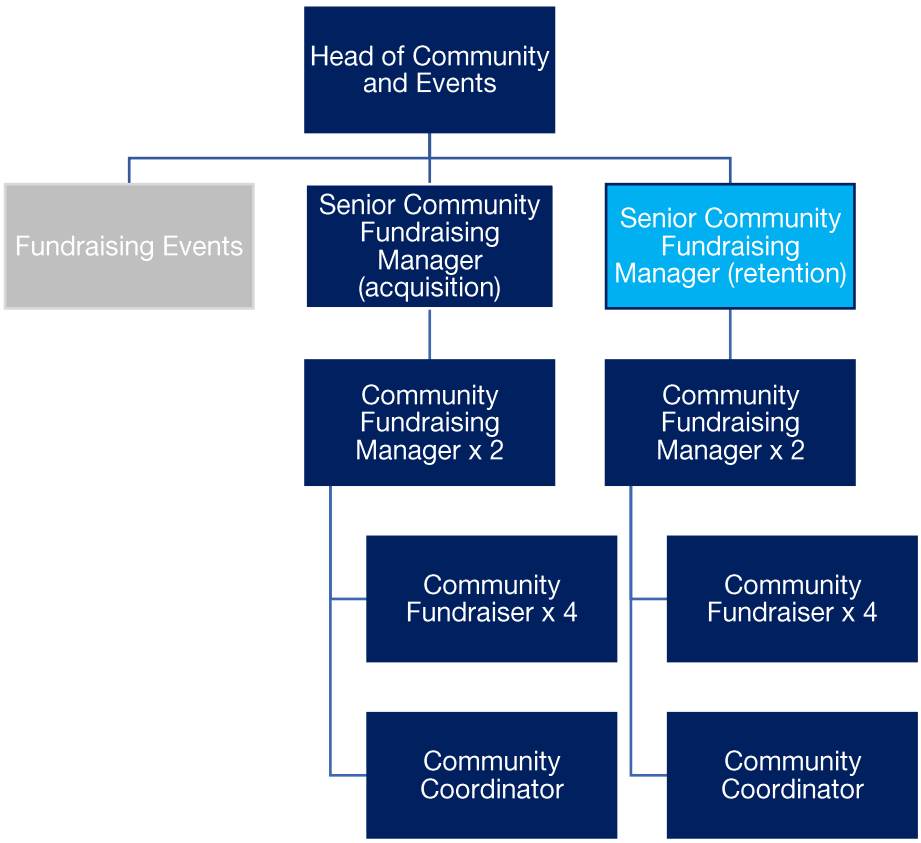
Working across the wider fundraising function, the postholder will drive alignment of processes, systems and ways of working, enabling a more joined-up and scalable approach to engagement. With accountability for CRM and data strategy within the function, the role will ensure data is used effectively to inform decision-making, improve performance, and maximise income and retention. Through strong leadership, the role will enable teams to deliver high-quality engagement and improve the life time value of supporters for Diabetes UK.

This role is home-based and will require regular travel across the UK to support team leadership, cross-functional working and key fundraising activity, including meeting with team members and attending events where required.

Directorate and team

This role sits in the Community and Events Fundraising Team in the Engagement and Fundraising Directorate

Department



Person specification

All jobs at Diabetes UK are based on

- The key activities you'll undertake and
- The skills, knowledge, experience and behaviours you need to be successful in this role

You will be able to:

- Set a clear vision and strategic direction for supporter engagement, stewardship and retention
- Lead, motivate and develop a high-performing team delivering excellent supporter experience
- Drive a consistent approach to supporter journeys, entry points and progression
- Lead the effective use of CRM and data to improve performance and decision-making
- Influence and work with senior stakeholders across fundraising to deliver joined-up ways of working
- Develop ambitious budgets and performance metrics, ensuring your team deliver against KPIs and applying effective mitigation strategies where relevant
- Travel regularly across the UK to lead a dispersed team and support fundraising activity and key events

You will have experience in:

- Leading teams or functions within fundraising, engagement or high-volume customer service environments
- Developing and delivering engagement or stewardship approaches that drive income and retention
- Improving and implementing operational processes and ways of working to support income generation
- Using CRM systems and data to manage supporters at scale and improve engagement and experience
- Working across teams to influence and deliver change
- Leading a geographically dispersed team, supporting teams across multiple locations across the UK

You will have skills in:

- Leadership, with the ability to set direction, motivate teams and deliver through multiple levels of management
- Influencing and stakeholder management at a senior level
- Using data and insight to improve performance
- Leading change and embedding new ways of working
- Building and developing high-performing teams
- Communicating clearly with a range of audiences

You will have knowledge:

- How fundraising teams attract, engage and retain supporters
- CRM systems and good practice in managing and using data
- Supporter journeys and stewardship approaches
- Operational processes that support high-volume engagement and income generation
- Data protection and compliance requirements (e.g. GDPR)
- Trends in supporter behaviour and engagement

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

I make change happen

- Drives progress through others, building strong collaboration across teams to deliver strategic priorities and remove barriers. Aligns team efforts to organisational goals and ensures delivery of outcomes.
- Leads a clear commitment to equity, diversity and inclusion, creating an environment where teams feel confident to challenge, grow and address inequalities in their work.

I put people first

- Champions the needs of people with diabetes, ensuring their voices shape strategy, services and supporter experience. Embeds a culture of co-creation and insight-led decision making.
- Creates an inclusive, supportive team culture, leading with respect and kindness. Empowers and develops others, building trust and enabling people to perform at their best.

I keep things simple

- Drives focus and clarity, ensuring ways of working are efficient, scalable and focused on what matters most.
- Makes confident decisions and empowers others to do the same, taking accountability and leading through complexity without overcomplicating solutions

I am driven to know more

- Uses insight and external trends to shape direction, staying curious and forward-looking in how fundraising and supporter engagement evolves.

- Leads a reflective and learning culture, encouraging teams to test, learn and continuously improve.

Qualifications/professional membership (if applicable):

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.

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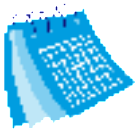
BENEFITS

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 benefits we offer you.



Annual leave

We want you 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

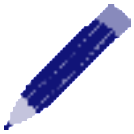
We have adopted a 'connected working' way of working. This means that, for most roles, you are not required to work in an office location every day.

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 that 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 career goals, including offering a wide range of training which happens throughout the year.

Gym membership

We have a gym membership discount scheme through our cash healthcare plan provider. You can use this at a wide variety of gyms around the UK.

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Our Networks
A range of active and supportive colleague networks such as the Pride network, Global Majority network and Women's network.

Early finish Friday
Early finish Friday and flexible working as part of our approach to activity-based working (not applicable to roles with fixed shift patterns).

Employee assistance programme
Employee assistance programme to give you support on any issues that come up in life.

Annual season ticket loan
Annual season ticket loan* (on completion of your probation period and if contract is permanent or longer than 12 months).

Cycle to work scheme
Cycle to work scheme.

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

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