MASS PARTICIPATION MANAGER



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WHO WE ARE

We are Diabetes UK and it's our mission to tackle diabetes, day in and day out, until it can do no harm. One in five adults in the UK are living with diabetes or prediabetes, and we're determined to change that. Join us and together we can change the future of diabetes.

For the last 90 years, we'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.

We're committed to preventing diabetes where possible, improving daily life for those living with it, and ultimately finding a cure. We're also focused on tackling stigma and reducing inequalities faced by people at risk or living with diabetes.

We've got some really ambitious goals over the next few years and we're looking for people who share our ambition to help us stop the harm diabetes causes.

We can't do any of this without you.

Our 2026 -2030 strategy commits us to 3 ambitious outcomes: Prevention and Cure, Everyone included and Living Well with Diabetes. To read more about our strategy please click here DUK-Strategy-2026-2030-compressed.pdf

At Diabetes UK, we live and breathe our values:

We put people first – We recognise that people are individuals with different preferences, circumstances and needs. We collaborate with others, listen carefully and keep commitments.

We make change happen – We are ambitious to drive change with and for people living with diabetes. We challenge constructively if needed.

We're driven to know more – We find ways to share knowledge and insights with colleagues and take advantage of learning opportunities across the charity.

We keep things simple – Diabetes is complicated enough.

If these values resonate with you, we'd love to hear from you.



Colette Marshall
Chief Executive

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JOB DESCRIPTION

Role title: Mass Participation Manager

Contract type: 6 Month FTC

Hours: 35

Location: London with hybrid working

Salary: £36,932-£41,035 – Band 5

Role reports to: Senior Event Manager – Mass Participation

Key relationships (internal and external):

Fundraising and Engagement directorate, Fundraising Events Team, Strategic Marketing, Brand and Creative, Business Support, Data & Insight, Media agency, fundraising agencies, materials suppliers, supporters, and event participants

Key focus of the role:

You will lead on the development, project management and delivery of virtual mass participation fundraising events. This includes growing current events, as well as piloting and testing new events. Working closely with colleagues across the organisation, you will support high impact marketing of our products, maximise value and provide an excellent supporter experience.

Key tasks and responsibilities

- Effectively project manage multiple fundraising events or products
- Deliver against agreed income and recruitment targets through effective budget management and contributing to high impact marketing strategies
- Work to key performance indicators, delivering regular testing, reporting and insight led recommendations to optimise your events
- Lead on improving campaign performance with data driven and insight led decisions
- Apply insights, experience, and best practice from across the sector to optimise and innovate our activity and portfolio
- Ensure all legal, compliance, risk assessment and crisis management requirements for events are met
- Test, learn and adapt working practice to continually optimise mass participation activity and strengthen our offer
- Ensure clear, inspiring supporter journeys are in place to increase the volume of enduring, excellent supporter experiences

- Evaluate and analyse campaign performance and make real time, insight led improvements to our activity
- Build and develop effective relationships with supporters proactively finding opportunities to continually improve their experience of and engagement with, Diabetes UK
- Work closely with key external stakeholders, such as marketing and online giving agencies to ensure we offer and unparalleled experience from acquisition to stewardship and onward journey with Diabetes UK

Person specification

	Criteria:		Assessed via:	
	E	D	A	I
Experience				
Delivering fundraising events or large marketing campaigns	X		X	X
Delivering virtual fundraising challenges		X		X
Developing positive long-term relationships with a wide range of supporters, adapting your approach to suit the needs of the donor	X		X	X
Effectively managing multiple and, at time, conflicting priorities whilst clearly communicating and managing expectations for delivery	X		X	X
Project management, with the ability to clearly communicate roles and responsibilities to deliver effectively through others	X		X	X
Working to Key Performance Indicators (KPIs) and financial targets	X		X	X
Budget management, commentary and mitigation	X			X
Leadership, with experience managing employees or volunteers		X		X
Knowledge				
Different marketing channels, to contribute to high impact and multi-channel marketing strategies	X		X	X
Fundraising metrics, and techniques to influence key performance indicators such as activation, average gift and retention	X		X	X
Fundraising law, GDPR and compliance surrounding fundraising events	X			X
Financial planning, with the confidence to produce monthly commentary and mitigation plans as necessary	X		X	X

The wider fundraising and events market, identifying opportunities and threats to our portfolio	X			X
Innovation methods and techniques to develop and scale events		X		X
Skills				
Event delivery, understanding the key components of creating and delivering excellent event experiences	X		X	
Communication, with the ability to build positive working relationships, influence decisions and deliver results through others	X		X	
Stakeholder management, confident in liaising with external stakeholders to get the most effective and efficient results for Diabetes UK	X		X	
Organisation, demonstrating clear evidence of effective planning, project management and logistical delivery of events	X		X	
Building supporter journeys and delivering excellent supporter experiences that maximise fundraising metrics	X			X
Delegation, able to effectively communicate tasks and drive results through others	X			X

E – Essential D – Desirable A – Assessed at Application I – Assessed at Interview

If you don't meet all the criteria listed but meet most and have transferable skills with a passion for our mission, you are still welcome to apply for this role.

If you are invited to attend an interview in person, we will reimburse reasonable travel costs excluding hotel or overnight stays.

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.

Behaviours

All employees are expected to abide by our values and behaviours framework which can be found here Combined general and people managers framework. Below are a set of behaviours that you will be expected to demonstrate in your application form and that will also be explored during your interview.

We keep things simple

- Use clear, accessible language, avoiding jargon unless it's relevant to your audience.
- Use diagrams, graphs and other visuals when these are clearer than words.

We Make change happen

- Speak confidently about the impact we've made and our ambitions for the future.
- Review and evaluate what you do, considering diverse perspectives and the impact it has.

We're Driven to know more

- Proactively look to learn more and share your new knowledge and insights with colleagues.
- Use data and evidence, if available, to support decision making, being open to changing your mind if new evidence comes to light.

We put people first

- Recognise that people are individuals with different preferences, circumstances and needs.
- Consider your workload and personal well-being so you support others well rather than trying to help everyone.