

# Business Development Manager

August 2024



## About alcohol harm and Alcohol Change UK

### **Alcohol harm is widespread, serious ... and completely avoidable.**

Too many of us can fall into the trap of believing that alcohol harm is something limited to a small proportion of so-called 'alcoholics'. While there are, indeed, hundreds of thousands of people with a severe alcohol dependency who matter greatly, alcohol harm also affects many millions of people: whether through a diagnosis of cancer, an early death from liver disease, a deepening of mental health problems, a childhood scarred by a parent's drinking, or the street violence or domestic violence that can cause permanent injury and ongoing trauma.

In fact, over 10 million people are drinking at levels that are risking their health or affecting others. Alcohol harm costs our NHS at least £3.5bn and our police, courts and prisons at least another £4bn. All of us are currently affected by alcohol harm.

But alcohol harm is entirely avoidable.

Alcohol Change UK exists to eliminate the harm from alcohol and to help people across the UK to develop a positive relationship with alcohol. We:

- Campaign for better policies and regulation
- Work to create healthier drinking cultures
- Deliver cutting-edge behaviour change programmes to help people take control of their drinking before they require specialist treatment
- Collaborate with our friends across the diversity of specialist alcohol treatment to drive up access and impact
- Develop new knowledge to ensure that our work and the work of everyone who seeks to reduce alcohol harm is based on the best available evidence.

## Our vision and mission:

**Our vision:** A world free from alcohol harm.

**Our mission:** To significantly reduce serious alcohol harm in the UK.

## Our values:

**Truthful:** We seek and tell the truth.

**Compassionate:** We care deeply about everyone seriously harmed by alcohol, whoever they are.

**Ambitious for change:** We are optimistic and determined.

## About Alcohol Change UK's behaviour change programme

This is an incredibly exciting time to be joining Alcohol Change UK. We are about to enter into a period of significant growth as part of a new five-year strategy, which builds on existing success to deliver ambitious targets across our programmes.

### **About our Try Dry® app**

Try Dry® is a free app delivered by Alcohol Change UK and is available on App Store and Google Play Store. With over 675,000 sign-ups since it launched in 2019, it is a popular app that has helped thousands of people to change their drinking.

Try Dry® is the official app of Dry January® the campaign delivered by Alcohol Change UK. Dry January® is a key moment for sign-ups, but our app is popular as a year-round behaviour change tool. Try Dry® supports people to take control of their drinking through personal empowerment and accountability.

### **About our work with Local Authorities**

Alcohol Change UK is currently working with a group of Local Authorities who share a common goal to reduce alcohol harm in their communities. By promoting Try Dry® as the app of choice in their area, more residents are engaging with Try Dry® and changing their relationship with alcohol. Each area receives aggregated data reports and has the scope to embed the digital product locally in line with their local needs assessment and partnership network priorities. It is our ambition to work with more local authorities so we can achieve our aim of reducing alcohol-related harm.

### **Dry January®**

Our flagship behaviour change campaign has enabled hundreds of thousands of people to change their relationship with alcohol for the better. This year, 215,000 people globally signed up to our campaign (our highest participant numbers ever) with 8.5 million people in the UK saying that they were planning to go alcohol free in January. We provide a range of support, including our innovative Try Dry® app, daily advice emails, web content and a supportive Facebook community group.

## Business Development Manager

## **Role description, April 2024**

Reports to: Senior Digital Programme Manager

Direct reports: None

Location: 27 Swinton St, King's Cross, London, WC1X 9NW, can be hybrid. Staff are currently working in hybrid locations with a general requirement to meet colleagues once a week including a Communications team office day once a month, and an all-staff meeting in London five times a year, although we will always take into account personal circumstances

Status, hours: Permanent, full-time 35 hours

Salary: Grade C, in the range of £39,943-£43,619 (plus benefits)

## **Role Summary**

With Alcohol Change UK's innovative Try Dry® app welcoming more users than ever before, we are excited to be developing our offer to Local Authorities which will benefit from receiving valuable local health data trends and insights taken from our app. This role will be instrumental in designing a refreshed product, recruiting new Local Authorities to join us and providing ongoing support to them to make a real difference to those drinking at risky levels in communities across the UK.

## **Key Tasks and Responsibilities**

### **Development of a Try Dry local product**

- With the Senior Digital Programme Manager, take learnings from existing contracts with Local Authorities and develop a refreshed package of support to market to Local Authorities, enabling them to gain valuable insights into the drinking behaviours of people in their local area
- Develop professional, standardised reports to be shared with those who have signed up
- Develop a 'package' of benefits (access to local data, insights, tailored marketing materials, additional support) that makes signing up a more compelling offer

- Working with our digital agency, recommend ongoing technical improvements to the app and reporting platform to improve user experience

### **Recruiting to a Try Dry Local ‘network’**

- Recruit new Local Authority members to our Try Dry ‘network’ – presenting regularly to Local Authority clients and demonstrating the benefits of membership through presentations and marketing calls
- With support from other staff, develop wider marketing approaches across multiple channels, including digital, print and social media advertising
- Attend conferences, events and trade shows to advertise as appropriate
- Work with colleagues in our Consultancy and Training team to explore opportunities for cross promotion

### **Relationship Management**

- Provide ongoing support to Local Authority clients, acting as a first point of contact
- Prepare data reports for each Local Authority throughout the year
- Share insights into local data in engaging, easy to understand ways

### **Wider support for the Communications and Marketing team**

- Enable other members of staff to use insights from the Try Dry® app and local user data in their work, evidencing the difference that our Behaviour Change interventions can make to individuals
- Support the development of a range of content to highlight the benefits of the Try Dry® app, particularly around key campaigns such as Dry January, Alcohol Awareness Week and Sober Spring
- Particularly during our Dry January campaign period (December – January) provide additional support for the team across a range of roles

### **Other**

You will also be expected to:

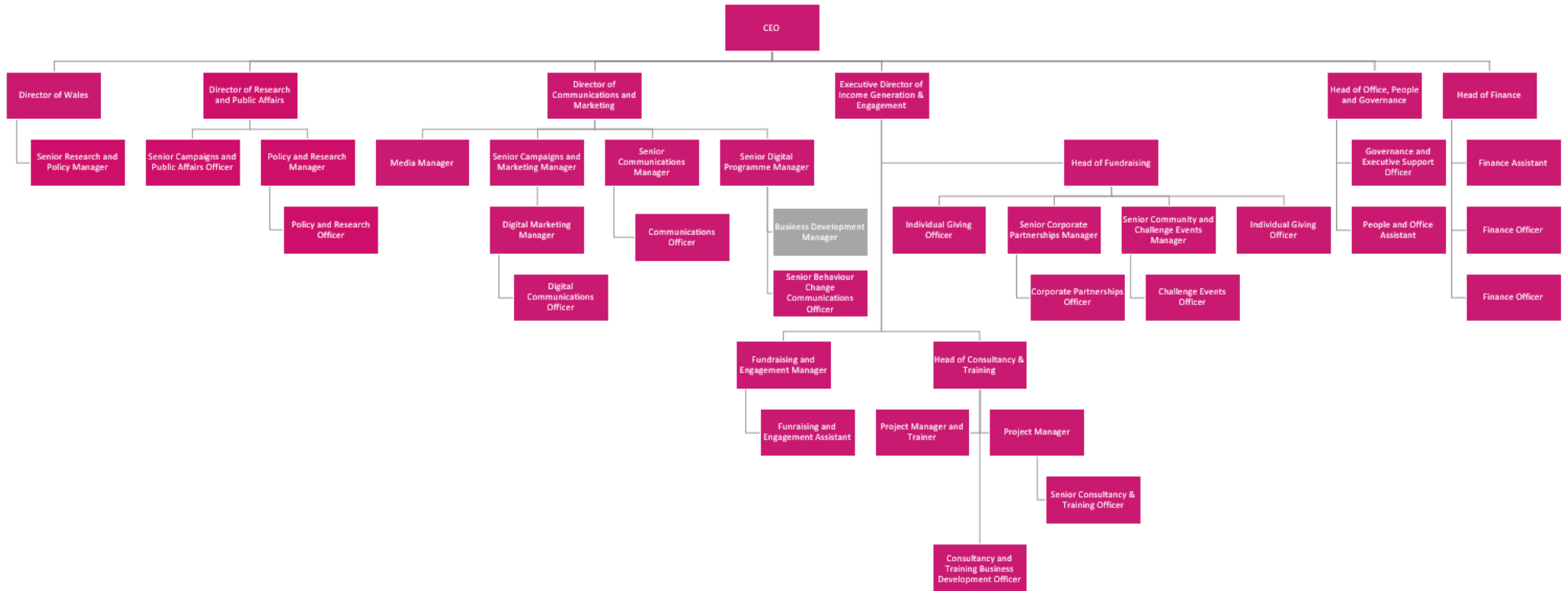
- Support the Senior Digital Programme Manager to monitor income and expenditure for the Try Dry Local programme
- Work closely with colleagues across the charity to support their work and to act as 'one team'
- Contribute actively and positively to charity-wide strategies
- Continually develop your knowledge of alcohol harm and solutions to it
- Act as a positive ambassador for Alcohol Change UK at all times
- Know, embrace and actively uphold the values of Alcohol Change UK at all times
- Work flexible hours as necessary to meet the needs of the charity, time off in lieu (TOIL) will be earned for any work required outside of normal working hours

## Person Specification, August 2024

Category	Essential	Desirable
Knowledge, Qualifications	<ol style="list-style-type: none"> <li>1. Working knowledge of project management</li> </ol>	
Demonstrable experience of	<ol style="list-style-type: none"> <li>2. Experience of sales or recruiting members to community/professional networks</li> <li>3. Project management</li> <li>4. Relationship management</li> <li>5. Improving audience journeys and experiences</li> <li>6. Producing project reports and evaluations</li> </ol>	<ul style="list-style-type: none"> <li>• Experience of data analysis, reporting and interpretation</li> <li>• Developing marketing materials, across a range of online and print channels</li> </ul>
Skills and abilities	<ol style="list-style-type: none"> <li>7. Excellent presentation skills and persuasive when presenting information</li> <li>8. Ability to interpret complex information and present it in clear written and verbal formats</li> <li>9. Strong writing and proofing skills</li> <li>10. Excellent project management abilities</li> </ol>	
Personal attributes and values	<ol style="list-style-type: none"> <li>11. High level of professionalism, hardworking, and ambitious for the charity</li> <li>12. High level of integrity</li> <li>13. Very high aptitude for team-working and creating 'one team'</li> <li>14. Compassionate and empathetic</li> <li>15. Strong commitment to equity, diversity and inclusion</li> </ol>	<ul style="list-style-type: none"> <li>• Interest in the mission of Alcohol Change UK</li> <li>• Enjoyment of being in a dynamic fast-moving organisation</li> </ul>



# Where you'll fit in



## Working at Alcohol Change UK

Hours of work	35 hours per week. There are no fixed start and end times to the day. All staff can open/close the office.
Flexibility	We love flexibility. We currently offer flexible start and end times each day, around core hours of 10.00am to 3.00pm, with extra flexibility possible by arrangement, for example for childcare arrangements. Time off in lieu is provided where staff work significant extra hours or weekends. All staff can be required to work additional hours over Christmas and New Year to manage the Dry January® campaign and this post will have particularly heavy requirements over the period early November to mid-February.
Place of work	Our modern and well-equipped office is located at 27 Swinton Street, Kings Cross, London, WC1X 9NW. We encourage staff to work where they wish, at home or in the office, within the limits of the role and taking into account their personal circumstances. We encourage team members to meet face-to-face with colleagues at least once a week to ensure good team relationships and we require attendance at all staff away days (currently five times a year).
Working culture	We are a small, friendly team but we think big: we're highly professional and we're ambitious to reduce alcohol harm for as many people as possible, as rapidly as we can. We work together, as one team, and are supportive of each other. We encourage a culture of 'experiment, fail, learn, and experiment again' and actively encourage team members to speak out if they see something that can be changed or improved. We have frequent team meetings, away days and informal socials. We are an anti-racist organisation and welcome applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other form of societal discrimination.
Development	There is a healthy budget for training and development and staff are strongly encouraged to make use of opportunities to stay at the cutting edge of their field, to learn new skills and knowledge, and to gain new experiences.
Holiday	25 days' holiday plus bank holidays, rising to 28 days after 3 years' service and 30 days after 5 years' service. We also offer the ability to buy or sell annual leave.
Pension	Excellent employers' contribution of 6% towards your pension scheme, with a salary sacrifice scheme option. Staff must contribute at least 2% to their pension (subject to statutory pensions rules) to receive the employers' contribution, or may choose to opt out.
Life Assurance	We offer Group Life Assurance equivalent to the value of three times gross annual salary.
Employee Assistance Programme	We offer confidential support 24 hours a day, 7 day a week for employees covering a huge range of areas, including legal support, relationships advice, health and wellbeing, etc.
IT	Our IT is up-to-date. Remote working is well-supported on work-provided devices.
Probation and notice	Most posts have a six-month probationary period, during which the notice period is one week. Probationary periods may be extended if necessary. After successful completion of the probationary period, the notice period rises to one, three or six months, depending on the seniority of the role. This role will have an eight week notice period – rising by a week a year after two years in post up to a max of twelve weeks.

## How to apply

We encourage applications from people who meet most but not all of our essential criteria. And we encourage applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other forms of societal discrimination.

### Any questions?

If you have any questions about the role or would like an informal discussion about the role, you are welcome to email Joe Marley, Director of Communications and Marketing: [joe.marley@alcoholchange.org.uk](mailto:joe.marley@alcoholchange.org.uk)

### How to apply

- Use our online form here: <https://app.beapplied.com/apply/xxzeakh8ya>
- Upload your CV to Applied (max 3 pages, listing two referees) to this online form in MS Word, Google doc, or Adobe .pdf format (no image files please).

We only accept applications on our own application form and will not accept applications in any other way. For example, cover letters emailed to us will be discarded. If your access requirements mean that you are unable to use the online version of the application form, please contact us on [jobs@alcoholchange.org.uk](mailto:jobs@alcoholchange.org.uk) and we will supply the form in another format.

**Deadline for us to receive your application: *Strictly 9am, Thursday 29 August 2024.*** The online application form gives a date and time stamp to all applications.

**We will aim to get back to you by: Friday 30 August 2024.** All applicants will receive a response.

**Interviews: Wednesday 4 September 2024** (please save this date!)