

# Senior Campaigns and Marketing Manager

March 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 campaigns

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 the marketing of our flagship campaigns. We have a growing Communications and Marketing staff team to help deliver our vision.

### 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.

Whilst the campaign has been incredibly successful since its launch in 2013, we have big ambitions to reach fresh audiences and ensure that people take part using our tools and support rather than trying to go it alone. Put simply, we know that when they do, they will be twice as likely to have a successful dry month, and will experience better longer-term changes.

This role is a critical position as we invest significantly in marketing for Dry January®, coordinating our work with an agency partner to deliver fresh, exciting marketing strategies across a range of channels. You will have the chance to work on one of the most well-recognised campaigns in the country and push us as we enter this exciting new chapter.

### Other campaigns

Whilst **Dry January®** is our single biggest public-facing campaign, Alcohol Change UK also leads **Sober Spring** and **Alcohol Awareness Week** campaigns – each with different audiences and opportunities to deepen understanding about alcohol and alcohol harm. A key element of this role is to align our planning and project management across these moments (and future campaign developments) to ensure a joined-up approach to supporting our varied and diverse audiences.

Our new strategy includes provision for one national campaign delivered in partnership with another organisation each year, exploring an element of our culture shift work. This role will have a significant part to play in pioneering this approach, with support from other members of the team.

To support you in all aspects of the work set out above, you will have some fantastic assets at your disposal:

- an Executive team and board that is committed to strengthening our campaigns, communications and brand
- a strong and ambitious strategy
- the Dry January® campaign, which already brings huge numbers of people to the charity each year and huge marketing profile
- a great team culture and a dynamic and positive working environment
- an inspiring brand
- a sector-leading website with the potential to reach millions of people

# Senior Campaigns and Marketing Manager

## Role description, February 2024

Reports to: Director of Communications and Marketing  
Direct reports: One (Digital Marketing Manager)  
Location: 27 Swinton St, King's Cross, London, WC1X 9NW, can be hybrid  
Status, hours: Permanent, full-time  
Salary: £47,388 - £51,255, plus benefits. Annual inflationary pay award pending (decided 25 March 24)

## Role Summary

This role will play a crucial role in coordinating delivery of Alcohol Change UK's flagship Dry January® campaign and ensuring that other campaigns throughout the year (Sober Spring, Alcohol Awareness Week and more) connect with audiences across the UK and internationally. Working closely with external agencies and the Director of Communications and Marketing, you will be part of driving significant growth in the number of people taking part in our campaigns and increasing the profile of our work.

## Key Tasks and Responsibilities

### Project Management of the Dry January® campaign

- In collaboration with the Director of Communications and Marketing, play a leading role in developing our ambitious strategy to grow our Dry January® campaign
- Project manage delivery of the campaign, enabling wider members of the Communications and Marketing team to play their part
- Act as a key point of contact at Alcohol Change UK with an external agency, ensuring excellent lines of communication and coordination through the campaign planning process, delivery and evaluation
- Be committed to insights gathering and evaluation, taking learnings from previous years, testing new approaches to grow our impact and monitoring our success

### Delivery of campaigns through the year

- Bring strategic thinking to an annual campaigns plan, creating clear opportunities for audiences to engage with our work and explore their relationships with alcohol
- Support the continued development of Sober Spring (March-June) and Alcohol Awareness Week (July) as key moments to develop new audiences

- With the Director of Communications and Marketing, explore new opportunities for significant national 'Partnership Campaigns' in our Culture Shift strategic strand
- Explore audience journeys between all our campaigns, working closely with Communications Team and Engagement Team colleagues – particularly on digital and online platforms
- Guide members of your team to deliver Marketing and Digital Communications (including social media) plans throughout the year, which support our wider strategic plan

## **Financial Planning and Budget Management**

- Managing/overseeing the Dry January® budget, and other campaign spending throughout the year, in consultation with the Director of Marketing and Communications
- Develop and maintain income and expenditure tracking and evaluation systems
- Work closely with agencies and suppliers to agree spend, monitor invoicing
- Maintain good communication with our Fundraising Department

## **Line Management**

You will have direct line management for the Digital Marketing Manager (who in turn manages our Digital Communications Officer) and will be responsible for:

- Agreeing objectives and work plans
- Managing workload and performance through regular one-to-one line management discussions
- Planning and implementing personal development programmes in all relevant skills
- Undertaking annual performance reviews

## **Other**

You will also be expected to:

- 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

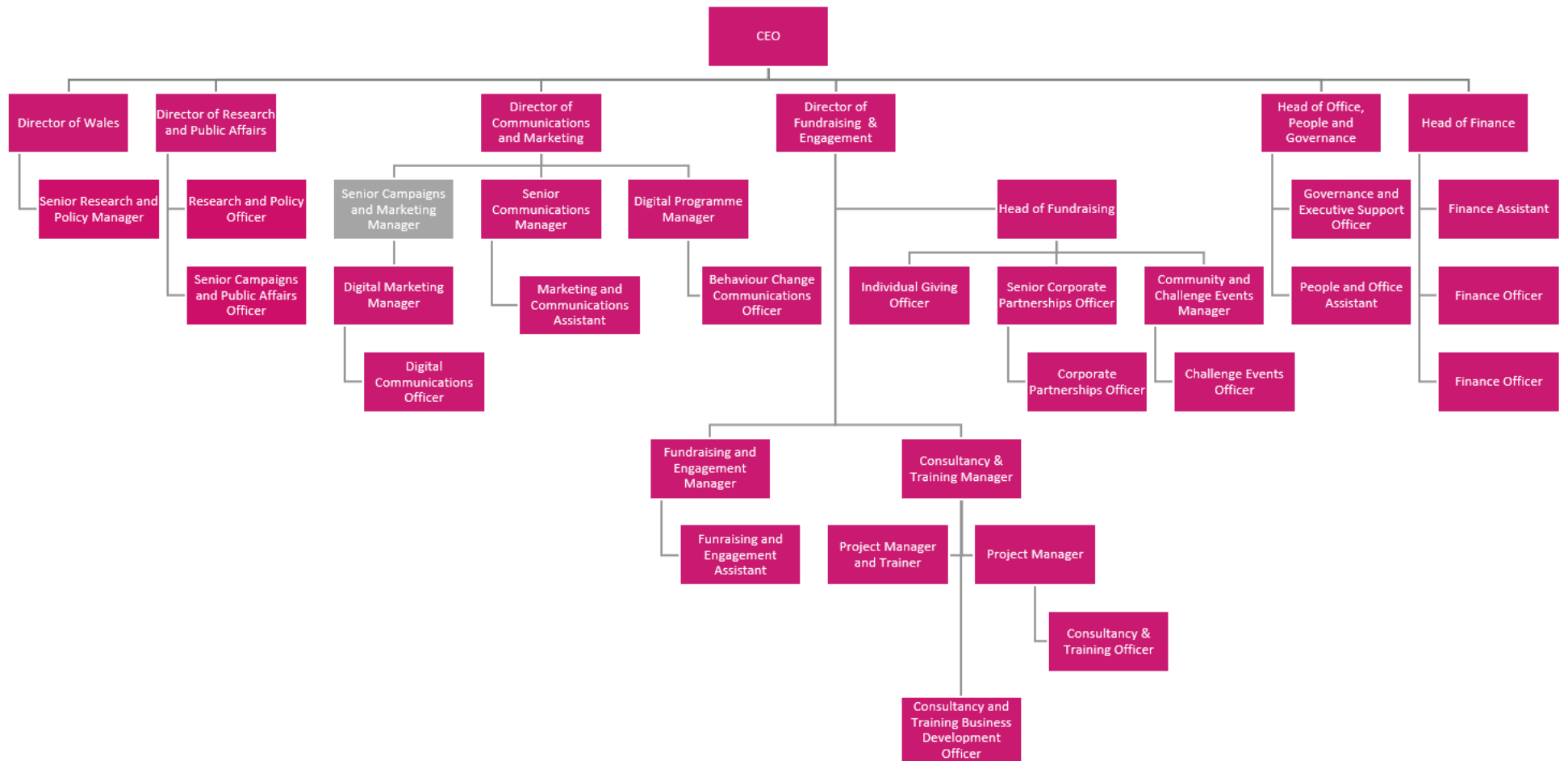
- Work flexible hours as necessary to meet the needs of the charity, time off in lieu (TOIL) will be earned for any work required outside of normal working hours



## Person Specification, March 2024

Category	Essential	Desirable
Knowledge, Qualifications	<ol style="list-style-type: none"> <li>1. Knowledge of project management</li> <li>2. Knowledge of digital marketing platforms and strategies</li> </ol>	
Demonstrable experience of	<ol style="list-style-type: none"> <li>2. Project and budget management</li> <li>3. Delivering significant marketing campaigns, across a range of media platforms</li> <li>4. Designing audience engagement strategies and improving audience journeys</li> <li>5. Producing project reports and evaluations</li> </ol>	<ul style="list-style-type: none"> <li>• Experience of recruiting members of the public to a national campaign, through digital channels</li> </ul>
Skills and abilities	<ol style="list-style-type: none"> <li>6. Excellent project management abilities</li> <li>7. Strong writing and proofing skills</li> <li>8. Strong verbal communication skills, including outstanding listening and interpersonal skills, with the ability to support and motivate other team members</li> <li>9. Ability to build effective relationships with external freelancers/agencies</li> <li>10. Ability to manage a high and varied workload</li> <li>11. Ability to be self-motivated and take the initiative</li> </ol>	<ul style="list-style-type: none"> <li>• Working knowledge of how wider media and PR activity impacts communications campaigns</li> <li>• Understanding of brand and visual identity</li> </ul>
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>14. Very high aptitude for team-working and creating 'one team'</li> <li>15. Compassionate and empathetic</li> <li>16. 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 a twelve week notice period.

## 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/8een4pvck2>
- 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, 10 April 2024.* The online application form gives a date and time stamp to all applications.

**We will aim to get back to you by: Friday 12 April 2024.** All applicants will receive a response.

**Interviews: Friday 19 April 2024** (please save this date!)