



VACANCY PACK

Join us as we lead the search for a cure.



Registered with
FUNDRAISING
REGULATOR

**ALZHEIMER'S
RESEARCH UK** **FOR A
CURE**



WELCOME TO ARUK

If nothing changes, one in two of us will be directly affected by dementia – either by caring for someone with the condition, developing it ourselves, or both. Alzheimer's Research UK exists to change that.

As the UK's leading dementia research charity, we're working to revolutionise the way we treat, diagnose, and prevent dementia. But we won't stop there. We will keep going until we find a cure.

Working for Alzheimer's Research UK, you can be part of a team that is:

- Funding world-leading research into dementia across the UK and beyond. Our Research Network brings together nearly 3,000 dementia researchers, to share ideas, collaborate and accelerate our search for a cure.
- Providing information about dementia to people affected and their families.
- Helping to improve understanding about dementia and the potential for research to cure the diseases that cause it.
- Campaigning to keep dementia research on the political agenda and working to ensure government funding for research is a priority.
- Building a social movement behind our cause, inspiring thousands of people to stand with us to find a cure.
- Providing operational support to enable the charitable objectives to be met.

Alzheimer's Research UK is a fantastic place to work. Our pioneering spirit is reflected in the energy and drive of our employees. As CEO, I am extremely privileged to lead exceptionally talented and passionate teams who have the ambitions and determination to create a world free from dementia. We exist for a cure and, together, we will change lives.

Hilary Evans-Newton.

Hilary Evans-Newton
Chief Executive



CENTRAL FUNDRAISING MANAGER

JOB DESCRIPTION

Main Purpose of the Role

The Supporter-led Fundraising (SLF) Department at Alzheimer's Research UK (ARUK) is responsible for mass fundraising through enabling individuals and communities to support ARUK through their own talents and passions. The team drives registrations and income through third party, virtual and mass participation events and manages these relationships to maximise income.

The Central Fundraising Team is the beating heart of SLF as they work across Regional, Sporting Events and Marketing & Engagement teams to ensure our supporters receive incredible stewardship to achieve their fundraising goals. They ensure processes are in place to allow teams to work together effectively and maximise opportunities and innovation that come through online fundraising platforms and fundraisers. The Central Fundraising Team consists of 1 Manager (TBC) 1 x Senior Officer 1 x Officer 5 x Execs (TBC)

Key Responsibilities

Line Management

- Line management of two Central Fundraising Executives and Senior Central Fundraising Officer.
- Monitor, review, and empower the team to ensure effective communication and place CFT as the heart of SLF.
- Support all CFT to reach their non-financial targets.
- Work with Senior Manager and Senior officer to deliver monthly meetings with the whole team to share ideas and creativity, gather feedback and understand successes and challenges.
- Spot potential development opportunities across the team.

Monitoring and Reporting

- Ensure the fundraising CRM is being used consistently across CFT the wider SLF department to facilitate accurate supporter stewardship and financial reporting.
- Effectively understand and communicate reporting processes undertaken by the CFT and gather feedback to ensure these are the most effective for both teams.
- Act as Lead for the Fundraising CRM use for the Community Fundraising Managers, RFOs and Central Fundraising Team to allow accurate, insightful, and consistent reporting.
- Provide the CFT and regionally based teams with the tools they need for effective working relationships.
- Provide a monthly Department Report update for CFT as well as ad-hoc reporting when required.
- Use data and trends to support the SLF leadership team in budgeting and forecasting.
- Work closely with the Data and Digital teams to monitor SLF's contactable supporter base and segmentation.
- Assess and address Salesforce training needs across SLF
- Proactively Identify and Resolve Salesforce Issues, escalating to Senior Central Fundraising Manager where appropriate.

Supporter Stewardship

- Lead on the delivery of a unified approach to supporter care across SLF, including use of data, automation, product development and LTV.
- Monitor and gather feedback from employees and supporters about our stewardship and 'surprise and delight' offerings, constantly seeking creative and inspirational new stewardship methods and relevant improvements.
- Coordinate the re-engagement stewardship project for all SLF teams, with structured content input from Managers and direction from the CFM responsible for DIY fundraising.
- Inspire and train the CFT to nurture active fundraisers and build relationships to increase long-term loyalty.
- Frequently analyse and understand SLF supporter journeys to ensure they are consistent, ensure collaboration and idea sharing and offer the best level of stewardship for the supporter.
- Understand and analyse how RFOs and CFT steward supporters through to ensure cohesion, passing of leads between teams and sharing best practice across the wider team at all times
- Regularly review and analyse the supporter chase process to ensure we are receiving funds in a timely manner.
- Review and analyse the tiering system regularly to ensure it is fit for purpose and is offering the supporter the best stewardship journey.
- Lead on the implementation of recommendations from the annual mystery shopping exercise.

Project Management

- Become the lead for projects which involve the whole or majority of SLF to ensure tasks are delegated fairly and completed on time. Examples include Skydiving Days and Last Hour of Pay as well as platforms such as Tiltify and GivePanel.
- Be the central expert for SLF-wide process and projects, gathering experience and knowledge from all SLF teams and provide efficient and helpful updates accordingly.

Strategy and Operational Planning

- Provide creative and innovative suggestions for new supporter engagement and online fundraising products and projects. Work closely with the Senior Officers to implement and see through to completion.
- Identify opportunities for growth and diversification within the Online Fundraising space.
- Make recommendations on team structure and resource as part of the Ops Planning process.
- Work with the Director of Supporter-led fundraising to develop our strategic approach to innovation around digital and gaming channels.

Collaboration

- Support the CFT Senior Officer in overseeing the joint working between the Central Fundraising Team, the Regional Fundraising Officers and the Sporting Events Officers ensuring that supporters are given the best level of stewardship.
- Work closely with the Marketing & Engagement Team to share trends, learnings and collaborate on new projects and automated stewardship journeys.

- Continue to improve communications across all departments to ensure all resources are available across all teams.
- To ensure the team is the centre point of SLF and sharing communications regularly and have a good understanding of what is happening across each department.
- Work closely with managers from SLF Departments to ascertain workloads for the rest of CFT and ensure support is consistent across the department. To gain feedback from the different departments as to how processes are working and review for potential changes.
- Continue to review the level of support the team will offer to each SLF Department and ensure this is followed.
- Monitoring CFT and RFO KPIs/Goals to ensure consistency.

Other Duties

- Keep up to date with dementia news and research developments to communicate to supporters.
- Stay abreast of competitor activity, particularly in designated areas of Online Fundraising and Supporter Stewardship to inform strategy.
- Support and encourage the team to support the Sporting Events, Regional Fundraising and Regional Corporate teams with event attendance.
- Be the data protection lead for SLF, ensuring ARUK remains compliant at all times.
- Active involvement in the sector to ensure best practice. Provide market research and competitive analysis on industry trends and partner organisations.
- Ensuring compliance, including understanding and application of the ARUK Vulnerable Persons Policy, compliance with the FR codes of Fundraising Practice, compliance with the Gambling Commission, HMRC and GDPR guidance and legislation.
- Champion the principles equity, diversity and inclusion in all aspects of the role.
- Continuously develop professional knowledge and skills by on-the-job learning, attending relevant network groups, meetings, and conferences.
- Undertake any other relevant duties and projects delegated by the Head of Regional Fundraising in line with the responsibilities of the post.

PERSON SPECIFICATION

Knowledge and Experience:

Essential:

- A good understanding of the world of Supporter-Led fundraising and the opportunities available to ARUK and the sector.
- Great knowledge and passion for building excellent supporter relationships and ensuring supporters feel valued and thanked appropriately.
- Good practice and understanding of GDPR and compliance.
- Supporter/stakeholder management experience.
- Project management experience.
- Proven track record of meeting or exceeding financial and non-financial targets.

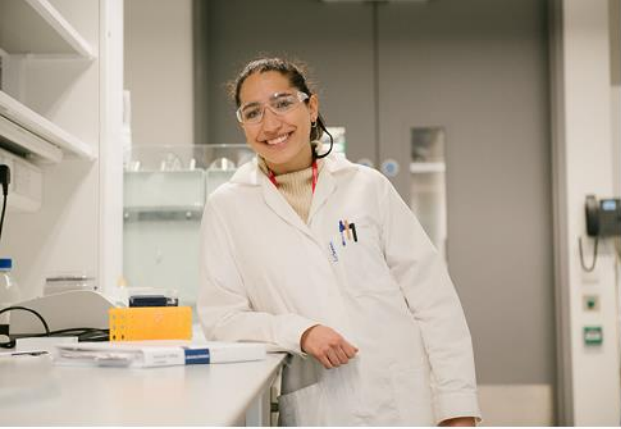
Desirable:

- Knowledge of dementia or experience with a medical charity advantageous.
- Working or personal knowledge of event, corporate and community fundraising principles and best practice.
- Line management experience, particularly experience of setting up and managing a team.

Skills and Personal Attributes:

Essential:

- Excellent CRM/database management skills.
- Excellent communication skills, both verbal and written.
- An ability to manage a busy and varied workload.
- First-class organisational skills.
- Excellent attention to detail.
- Skilled at building excellent relationships with internal stakeholders.
- A positive and contagious enthusiasm to inspire others.
- An approachable team player who is always seeking opportunities for collaboration.
- An interest in data analysis.
- Flexibility to work unsociable hours and willingness to travel independently.



WORKING AT ARUK

In 2022, we were incredibly proud to be awarded a 3-star accreditation by Best Companies which recognises 'World Class' levels of workplace engagement and were also listed in the prestigious Best Companies lists:

- 48th in the 100 Best Large Companies to Work For in the UK.
- 19th in the 100 Best Companies to Work For in the East of England.
- 3rd in the 50 Best Companies to Work For in the Charity Sector.

In addition, we were also shortlisted for a special award recognising the work undertaken on reducing our environmental impact.

In 2021, we were awarded the HR Management award by The Charity Times for our Wellbeing initiatives throughout the pandemic.

In 2020, we demonstrated our commitment to changing the way we think and act about mental health in the workplace and signed the Time to Change Employer Pledge.

ARUK really does look after its people, where you will be able to add value and make a difference.

In return, you will be recognised and rewarded for your contribution, and be given the opportunity to develop your skills, knowledge and experience.

You will also work in a supportive environment where our culture is built around our Leadership Attributes, where we are all expected to:

- Act with **integrity**
- Be **inspirational**
- Be **empowering**
- Be **aware** of our impact
- Work in a **collaborative** way
- Be **accountable**



BENEFITS

Alzheimer's Research UK would not be able to achieve its vision or accelerate progress towards a cure without the talent and dedication of its employees. It is therefore important to offer a range of benefits which are designed to meet both the organisational and individual needs, are market competitive and designed to attract and retain employees.



HOLIDAY ENTITLEMENT

Employees receive 25 days holiday per annum, plus the Statutory Public Holidays. For every 3, 6 and 9 years worked, employees will receive 1 additional day's leave. There is also the option to buy up to 5 additional days holiday per year or carry over 5 days holiday to the following year. This holiday entitlement is pro-rated for new starters and part-time employees.



HEALTHCARE

Employees are offered **Private Medical Insurance**, a **Health Cash Plan**, **Life Insurance** and **Income Protection**. Our **Employee Assistance Programme** provides employees and their family members additional support on problems which may be impacting their work/home life, health and wellbeing and is available 24 hours a day, 365 days a year.



SICK PAY

We offer enhanced Company Sick Pay, where employees receive their normal pay for up to 13 weeks (65 days) of absence through illness in any rolling 12-month period. This is pro-rated for part-time employees.



PENSION

Subject to the eligibility criteria, employees are enrolled in our pension scheme but can opt out if they so wish. The charity contributes 5% and employees contribute a minimum of 4%.



CYCLE TO WORK SCHEME

Employees can purchase a commuter bike, clothing and accessories, whilst spreading the cost over a 12-month period and making savings through a tax break.



FAMILY FRIENDLY POLICIES

Our Family Friendly Policies have been designed to support employees by offering different types of leave that may be taken. Subject to the eligibility criteria, we also offer enhanced pay.



LEARNING & DEVELOPMENT

My Learning, Our Breakthroughs programme has been designed to enable employees to develop their skills, knowledge and behaviours, add value and drive organisational success.



TERMS OF APPOINTMENT

- Contract Type:** Permanent
- Salary:** Circa £xx,xxx per annum
- Working Hours:** 35 hours per week
- Ways of working:** As part of our Agile ways of working you will be required to work approximately 2 days a week from the office, which is subject to the requirements of the role and the business needs. Flexibility on where you work can be split between working from home and our office.

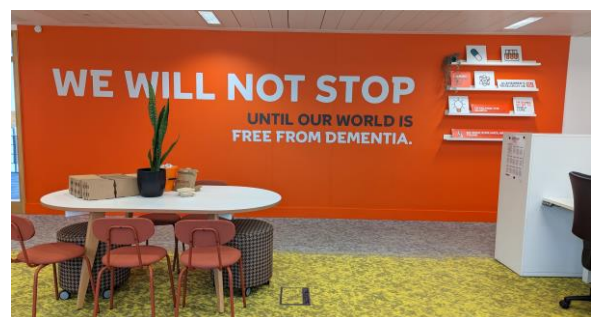
Roles that are classed as part of the Agile ways of working are not able to claim any costs for Mileage/Travel on Public Transport, Accommodation and/or Meals. This includes when attending the office for various meetings/events.

OUR OFFICE

Our office is at 3 Riverside, Granta Park, Great Abington, Cambridge, CB21 6AD.

Granta Park sits next to the River Granta and has its own lake and three woodland walks. It is home to a variety of wildlife and has a range of amenities to provide a convenient work-life balance, including Nuffield Health Fitness & Wellbeing Centre and a restaurant.

There is a good public transport system with a frequent bus and train service from the city centre and surrounding areas, along with a commuter bus service which picks up from both Cambridge Train Station and Whittlesford Parkway Station. The park also offers a free car sharing scheme and free parking.





HOW TO APPLY

We value diversity and are committed to creating an inclusive culture where everyone can be themselves and reach their full potential. We actively encourage applications from people of all backgrounds and cultures, in particular those from ethnic minority backgrounds who are currently under-represented. Any offer of employment is however subject to you having the right to work in the UK.

As part of our commitment to be an inclusive employer and ensure fairness and consistency in selecting the best candidate for this role, your CV will be anonymised. Please however note we are unable to anonymise the application question which you are required to complete. When answering this question please remove any personal information, including your name. All questions answered as part of your application are also anonymised and not shared with the hiring panel. The hiring panel will only be made aware of your name and address once you are invited for an interview. Should you need any adjustments at either the application or interview stage, then please contact us at recruitment@alzheimersresearchuk.org

To be considered for this role, please create an online account using our Online Recruitment Platform, via your desktop or mobile device, which can be accessed through our [Job Vacancies page](#). Once you have created your online account, you will be able to apply for this role, and can attach your CV. You will also be able to track your application, view other vacancies and sign up for future job alerts.

Your supporting statement should summarise the following:

- Why you are interested in applying for the role.
- How your skills, knowledge and experience meet the requirements of the person specification.

The closing date for applications is **6TH October 2024**, with interviews likely to be held on **14TH October 2024**. We would encourage you to submit your application at the earliest opportunity as the closing date may be brought forward at any time. Please indicate in your covering letter if you are unable to attend an interview on a certain date.

GENERAL DATA PROTECTION REGULATIONS (GDPR)

CVs will be kept by Alzheimer's Research UK in line with the General Data Protection Regulations. Although we will endeavor to consider previous or speculative applications where possible, due to the number we receive, we encourage you to regularly view our website for upcoming opportunities and sign up for future job alerts.

TESTING POLICY

[Animal Testing Information - Alzheimer's Research UK \(alzheimersresearchuk.org\)](#) – Please see the link above regarding our animal testing policy at ARUK.

[Stem Cell Testing Information - Alzheimer's Research UK \(alzheimersresearchuk.org\)](#) – Please see the link above regarding our Stem Cell testing policy at ARUK.