



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



COMMUNICATIONS MANAGER (CAMPAIGNS AND PROJECTS)

JOB DESCRIPTION

Main Purpose of the Role

The Communications Manager (Campaigns and Projects) will be a skilled communications professional with strong campaign and project management skills and a passion for driving the conversation about dementia.

They'll be a proactive team player with excellent writing skills, experience of engaging across different channels, from PR to digital, and a track record of delivering integrated communications campaigns with impact.

Reporting to the Senior Communications Manager, the Communications Manager (Campaigns and Projects) will work collaboratively across the department and wider organisation to support the timely and effective delivery of large communications projects – including the charity's flagship Think Brain Health public health campaign, and the biennial Dementia Attitudes Monitor survey. They will put strategic thinking into action to help identify key communications priority areas across the charity and facilitate the generation of creative cross-channel content to engage the public with these important issues.

This post holder will need to have extensive experience of planning and managing multiple projects – ideally public health campaigns and/or attitudinal insight work - and building strong relationships with internal and external stakeholders.

Key Responsibilities

- Work collaboratively across the charity to lead and coordinate communications activity around dementia prevention/risk reduction, including the charity's Think Brain Health campaign, by developing and delivering digital content; testing and developing messaging; and overseeing paid media activity.
- Work with colleagues in Digital and Marketing depts to continue to develop, optimise and promote the Think Brain Health 'check-in', including refining onward email journeys, testing and developing paid media activity, and ensuring the check-in drives the most value for Alzheimer's Research UK.
- Lead the development of the news section of Alzheimer's Research UK's website, in collaboration with our Digital department, including planning content across the Communications teams, optimising user experience, ensuring effective allocation of paid media budget, and monitoring content performance.
- Ensure our prevention/risk reduction activity reaches appropriate audiences, including underserved communities, working closely with our Dementia Community Champions and Information Services teams
- Provide project management support to large-scale communications projects across the department, working collaboratively with fellow Communications Managers to support the smooth and timely delivery of ambitious projects including PR campaigns, video production, launches and a wide range of digital engagement projects.
- Lead the design, planning and delivery of our biennial Dementia Attitudes Monitor, including identifying opportunities for subsequent communications activity, working with other Communications Managers as appropriate.
- Monitor relevant media coverage; keep up to date with social, scientific and charitable sector issues which could benefit Alzheimer's Research UK.

- Line manager of the Communications Officer (Campaigns & Projects), setting goals, monitoring performance and providing effective support, constructive feedback and development opportunities as appropriate.
- Maintain oversight of key areas of work carried out by the Communications Officer (Campaigns & Projects), managing workload and ensuring their time is appropriately managed to provide support where it's most needed across the department.
- Additional requirements in line with the role.

Additional Responsibilities:

- 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 duties, initiatives, and projects in line with the responsibilities of the role.

PERSON SPECIFICATION

Knowledge and Experience:

Essential:

- Knowledge of the core components of good communications campaigns, how to ensure and evaluate their success.
- Knowledge of digital marketing theory and practice.
- Knowledge of web content management and digital publishing

Desirable:

- Knowledge of a variety of project management methodologies
- Understanding of the health/medical research environment
- Understanding of public health and/or awareness campaigns.
- Understanding of the voluntary sector
- Knowledge of dementia and/or science

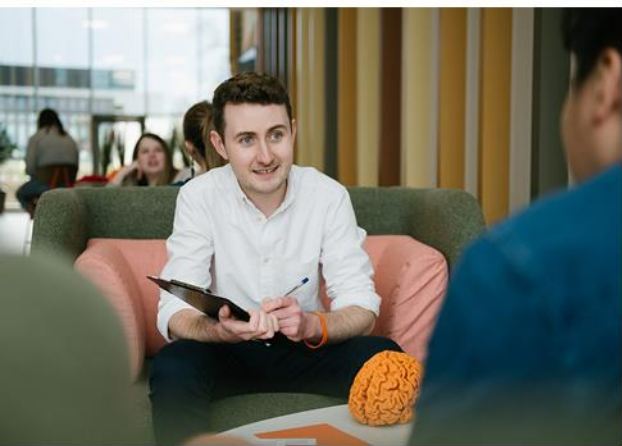
Skills and Personal Attributes:

Essential:

- Excellent Project Management and organisational skills and an ability to work effectively and mindfully across teams of internal and external stakeholders to deliver shared objectives.
- Experience of digital content strategy and management, and web publishing.
- Excellent writing, sub-editing and proofing skills, with an eye for detail and accuracy.
- Ability to creatively distil complex topics into engaging content.
- Ability to communicate appropriately and sensitively with people affected by dementia.
- Confidence working with computers; knowledge of Microsoft office packages and databases, good keyboard skills
- A confident and friendly manner; would feel at ease representing the charity to a range of audiences
- Working with independence, intelligence, drive and initiative

Desirable:

- Experience of working on health/science issues
- Experience of working in a medical research charity
- Experience of working with data/analytics, particularly around survey data.



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 £44,000 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 **13th October 2024**, with interviews likely to be held on **23rd 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.