



# 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



# COMMUNITY FUNDRAISING MANAGER

12-Month Fixed Term Contract

# JOB DESCRIPTION

## Main Purpose of the Role

Sitting within the Supporter Led Fundraising (SLF) department, the Regional Fundraising Team at Alzheimer's Research UK (ARUK) is responsible for recruiting, stewarding and motivating individuals, companies and community groups to raise £3m per year.

The team consists of 12 home based Regional Fundraising Officers (RFO's). As one of three Community Fundraising Managers (CFM) you will be responsible for the line management of approx. 4-5 members of the team alongside the management of one of our income streams – either Regional Corporate, Community Groups or DIY.

Reporting into the Head of Regional Fundraising, you will work closely with senior stakeholders within ARUK and be required to play a key role in the implementation of the ARUK 10-year strategy and supporting on the development of the fundraising strategy.

You will be required to show excellent leadership to the team, setting and delivering the fundraising strategy for the next 3 years.

You will work closely with the other CFMs and the SLF Managers Group to ensure consistency with supporter stewardship, manage budgets and support in financial planning, review team capacity and identify and manage priorities throughout the year, ensuring efficiency and a first-class supporter experience.

Your overall goal will be helping drive our ambitious organisation growth and ultimately helping us find a cure.

Due to the nature of this role, we will require you to attend our Granta Park office, near Cambridge, one day per week, plus travel to meet the team and attend external meetings/events.

This is a 12-month fixed term contract to cover a period of maternity leave.

## Key Responsibilities

### Line Management

- Line management of the high performing remote Regional Fundraising Officers; inspiring and driving their success to ensure they remain highly motivated in their roles, achieve their targets and play a key part in the performance of the wider team.
- You will be responsible for the line management of 4/5 remote based colleagues and will be required to hold both virtual and in person 1-1 meetings, quarterly goal reviews and yearly appraisal meetings.
- You will monitor, review, and empower direct reports to ensure effective communication across the wider team and with key stakeholders e.g. Volunteering, Corporate Team, Sporting Events Team, Gifts in Wills Team, Supporter Care Team, Supporter Engagement Team and others.
- Support your direct line reports in their development, helping them to identify opportunities for personal growth.
- Alongside the other CFMs you will be responsible for planning and delivering in person team meetings approx. 5 times per year – these are key meetings to bring the team together and share plans and ideas in addition to ensuring that the remote based team are meeting with and hearing from key internal teams.

## **Income streams**

You will be responsible for one of the following:

### **DIY Income Stream Ownership:**

- Writing and delivering the strategy for the current income stream and bringing in ambitious growth to £2.5m over the next year.
- Work closely with media agencies and the SLF Marketing team on setting and delivering the acquisition strategy.
- Take ownership of stewardship and DIY Supporter Journeys.
- Work closely with the Digital Team and agencies to develop the fundraising pages of our website alongside all digital assets.
- Responsibility for spotting trends using fundraising data and ensuring this is fed into strategy and acquisition.
- Work with the Supporter Engagement Team to maximise opportunities with supporters when onboarding and providing first class stewardship for supporter fundraising activities.
- Work with the RFO Team to review and make changes to processes around supporter journeys for high value fundraisers.
- Champion DIY Fundraising in seasonal campaigns such as Christmas and World Alzheimer's Month to ensure we maximise opportunities.

### **Community Groups Income Stream:**

- Writing and delivering the strategy for the income stream and identifying areas of growth
- Supporting the team in pitching and onboarding new COTY partnerships with Student Groups
- Developing our fundraising offering to Golf Clubs. Supporting the team with securing COTY partnerships whilst working with Product Managers to understand potential gap in the market for a golfing product
- Work closely with the Marketing Team to identify opportunities to proactively grow this income stream
- Support the development the volunteer Community Speaker programme to grow our reach and profile amongst community groups throughout the UK.
- Identify opportunities that may be available to work with sporting community groups and associations alongside the work that ARUK is now undertaking with regards to sport and dementia which is led by our Policy Team.

### **Regional Corporate Income Stream:**

- Writing and delivering the strategy for the Regional Corporate income stream and identifying areas of growth
- Work closely with the Regional Fundraising Team to build a pipeline of new business
- Identify key sectors for growth for partnerships
- Work closely with the National Corporate Team to identify cross working opportunities such as partnership account management and building new business pipelines
- Take ownership of stewardship and account management programme to deliver first class support for partners
- Ensure the team's data proposals are up to date and accurate for both existing partnerships and the new business pipeline to enable budgeting and forecasting.

### **Monitoring and Reporting:**

- An immediate responsibility for this role is the implementation of the new CRM database (Salesforce). You will need to dedicate time to understating and supporting the implementation, ensuring that it works for the team and that the team are utilising it according to business process and its implementation allows for maximum benefit to the team and all areas of fundraising
- Manage the team's income and expenditure budget, including monthly reporting, and supporting with monthly reforecasts, and annual budget and operational plan setting.
- Review supporter numbers and income against DIY targets to track impact, ROI and cost income ratio and report back regularly.
- Ensure the fundraising CRM is being used effectively to facilitate accurate supporter stewardship and financial reporting, data segmentation and analysis.
- Use data insights and trends to support the team in budgeting, forecasting and mitigation plans.
- Lead on the build, development and use of Power BI Reporting across DIY and other income streams.
- Continue to review and be willing to change team processes and contribute to wider organisational process changes where necessary.

### **Relationship Management:**

- Build and maintain excellent working relationships with agencies, platform providers and event delivery companies to identify new opportunities and ensure all avenues are being optimised for ARUK.
- Work with the Sporting Events Managers to create a process to identify and steward high-value event participants to add value to their fundraising and ensure we are spotting opportunities beyond their current event
- Work collaboratively within SLF, to ensure all fundraising opportunities are shared and communicated and resources are available.
- Work closely with the Marketing & Engagement Team to brief in marketing requirements, share trends, learnings, and results to optimise future activities.
- Work closely with managers from SLF Departments to support on the strategic direction of ARUK, prioritise work and any conflicts across teams, as well as deliver any tactical projects, new processes and ways of working.

### **Strategy & Operational Planning:**

- Work in consultation with the Head of Regional Fundraising to develop the regional fundraising strategy and annual tactical plan for ARUK to continue to build income growth in line with organisational objectives.
- Stay abreast of sector activity and actively participate in sector wide forums.

### **Stewardship and Supporter experience:**

- Plan and deliver an excellent communications journey for DIY participants and regional supporters including exploring new technologies and how we can talk to our supporters in the way most effective and relevant to them - whether that be email, phone, face to face, through social channels. Whilst also ensuring it aligns with wider stewardship goals and future cross-sell asks.

- Work with the wider SLF team to share best practice, 'surprise and delight' success and re-engagement activity to help drive long-term loyalty.
- Work with Philanthropy and Direct Marketing Teams to build on the Mid Value Donor programme.
- Work alongside Data and Insights Teams to understand the potential lifetime value of our supporters and ensure opportunities are developed for supporters to hold a long-term fundraising relationship with ARUK.

**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 supporter led fundraising.
- 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 Fundraising Regulator codes of Fundraising Practice, compliance with the Gambling Commission, HMRC and GDPR guidance and legislation.

**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 delegated by the Head of Regional Fundraising in line with the responsibilities of the role.

# PERSON SPECIFICATION

## Knowledge and Experience:

### Essential:

- Line Management experience.
- Great knowledge and passion for building excellent supporter relationships and ensuring supporters feel valued and thanked appropriately.
- Good experience and knowledge of digital marketing strategies with a focus on supporter acquisition.
- Experience in creating supporter journeys.
- Proven track record of meeting or exceeding financial and non-financial targets.
- Good practice and understanding of GDPR and compliance.

### Desirable:

- Demonstrable line management experience in managing teams, ideally remote based teams.
- Knowledge of dementia or experience with a medical charity is advantageous.
- Experience in fundraising strategy development and delivery.
- Experience of matrix line management.

## Skills and Personal Attributes:

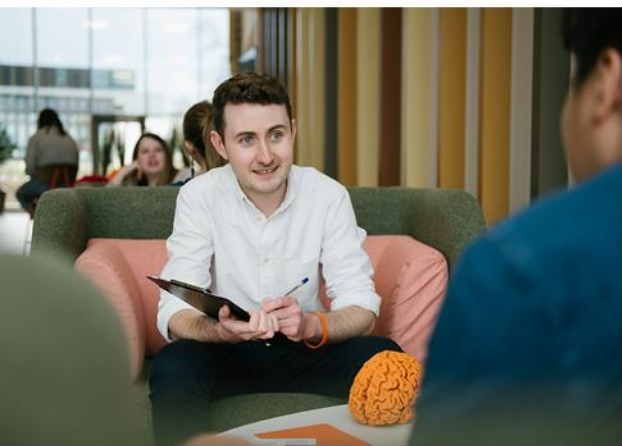
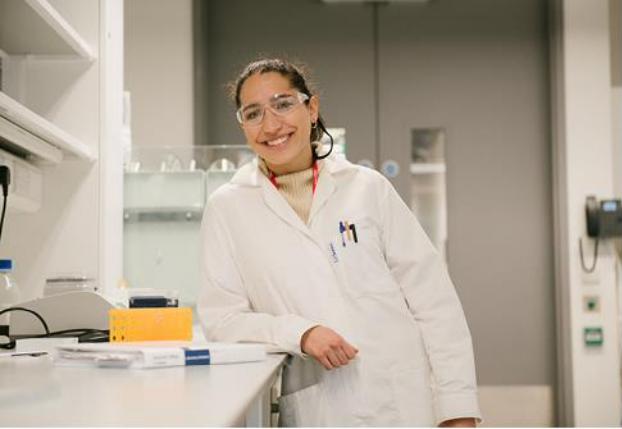
### Essential:

- Adept at utilising data strategically for decision-making and achieving organisational goals and using analytics to identify trends and optimise donor engagement.
- Strong financial management and budgeting skills.
- Excellent communication skills, both verbal and written.
- An ability to manage a busy and varied workload.
- Skilled at building excellent relationships with internal and external 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 and financial aptitude.
- Flexibility to work unsociable hours and willingness to travel

### Desirable:

- Effective account and people management skills.
- Creating engaging and exciting content to engage with supporters.
- Excellent attention to detail.
- Excellent organisational skills





# WORKING AT ARUK

In 2024, we were incredibly proud to be awarded a 3-star accreditation by Best Companies which recognises **'World Class'** levels of workplace engagement. This is the second consecutive time; we have been awarded a Best Companies 3-star accreditation.

We were also listed in the prestigious Best Companies lists:

- 18th in the 100 Best Large Companies to Work For in the UK.
- 10th in the 50 Best Companies to Work For in the East of England.
- 2nd in the 30 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:** 12-month Fixed Term Contract, or on return of the substantive postholder

**Salary:** Circa £43,000 per annum

**Working Hours:** 35 hours per week

**Ways of working:** As part of our Remote ways of working you will be home based. You will only need to attend the office for specific requirements of the role and the business needs.

Roles that are classed as part of the Remote ways of working are 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 being an inclusive employer and ensuring fairness and consistency in our selection process, we will handle your CV and application with the utmost confidentiality. While we strive to anonymise your CV where possible, there are certain sections, such as the application question, that cannot be fully anonymised. We kindly ask that you remove any personal information, including your name, when answering the application question. The hiring panel will not have access to your personal details, such as your name and address, until you are invited for an interview. Should you require any adjustments at either the application or interview stage, please contact us at [recruitment@alzheimersresearchuk.org](mailto: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 **12<sup>th</sup> January 2025**, with interviews likely to be held w/c **20<sup>th</sup> January 2025**. We would encourage you to submit your application at the earliest opportunity, as on occasion we may have to bring forward the interview date and/or the closing date based on the needs of the business. Although a possibility, this will only happen in exceptional circumstances. 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.