



# 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*

Hilary Evans  
Chief Executive



# DIRECT MARKETING OFFICER

# JOB DESCRIPTION

## Main Purpose of the Role

We are looking for a confident and driven marketer who is eager to join a hard-working and ambitious direct marketing team. As the fastest growing medical research charity in the UK, we're proud that the direct marketing team is continuing to produce highly successful campaigns, driving income and acquiring the most engaged new supporters.

Working with different teams across the charity, you'll be planning, managing and delivering direct marketing campaigns across a range of media including digital and print. You'll also work with external agencies on our face-to-face fundraising campaigns. Activities in the acquisition portfolio are diverse; from developing the donor's online user journey to delivering motivational training to fundraisers across the country, your campaigns will drive income and attract new, engaged supporters to the charity.

As well as running the day-to-day campaign activity, the post holder will be responsible for compiling regular reports, across a range of financial and non-financial KPIs. Alongside this, they will ensure compliance and adherence to the most recent regulations and codes of practice is top of the agenda.

The successful candidate will have a desire to learn and develop, as well as the confidence to whole-heartedly launch themselves into an energetic team with ambitious goals.

You'll be part of a team that works across a multitude of channels; speaking to range of audiences with one theme in common – compelling people to support our work and bring about life-changing dementia treatments.

## Key Responsibilities

### Campaign Management

- Plan, manage and deliver successful campaigns across a range of channels including face-to-face, digital and print.
- Successful management of fundraising agencies and suppliers; ensuring relationships are effective and productive.
- Deliver motivational fundraiser training and develop engaging fundraiser materials with agency stakeholders to ensure high-quality fundraising.
- Ensure compliance and adherence to regulation and codes of practice is considered in all campaign activities, to include mystery shopping and call listening.
- Work closely with Data and Digital teams to ensure effective processes are worked to and full campaign evaluation is possible.
- Donation page monitoring, reporting and development, to include looking at ways in which to improve the donor's online user journey.
- Continuous improvement through test and learn principles across all activities.
- Integration of campaigns across the charity to drive maximum value.
- Development of compelling communications and materials to support all activities

## **Planning and Budgeting**

- KPI tracking, trend analysis and interrogation of results at all levels.
- Live programme optimisation to ensure targets are met.
- Input to annual planning and development of individual giving campaigns.
- Assist Direct Marketing Manager with compilation of detailed income and expenditure campaign budgets.
- Work with Direct Marketing Manager in developing the Acquisition programme and strategy.
- Input to monthly forecasting and regular reporting across a range of financial and non-financial KPI's.

## **Finance and Reporting**

- Ensure daily campaign tracking and reporting.
- Routine end of campaign reviews and analysis.
- Ongoing reporting on long-term success measures such as attrition and ROI.
- Invoice reconciliation and processing for timely payment.
- Non-financial KPI trend reporting - such as opt-in rates and quality scoring.

## **Additional Responsibilities:**

- Ensuring compliance and adherence to the most recent regulations and codes of practice is top of the agenda in all campaign activity.
- Engagement with competitor and sector activity considering how any learnings can be applied to the role and programme.
- Keep up to date with dementia news, research developments and the work of ARUK and consider the impact on campaigns.
- Active involvement in direct marketing forums and groups to ensure best practice, compliance and an outward focus to duties.
- Undertake any other relevant duties and projects delegated by the Direct Marketing Manager in line with responsibilities of the post.
- 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:

- Reporting and ability to understand complex data sets.
- Understanding of compliance in fundraising.
- Campaign management.
- Briefing and working with external suppliers.
- Direct marketing across a range of media and routes to market.
- Copy writing and proof reading.

### Desirable:

- Educated to A level or equivalent.
- Degree in relevant field.
- Marketing or fundraising qualifications.
- Understanding of fundraising best practice in direct marketing.
- Good understanding of Salesforce Raiser's Edge.
- Interpreting regulation and applying it to direct marketing activity.
- Budget management.
- Charity and/or acquisition marketing.
- Digital campaign/ web page management.
- Proven track record of meeting or exceeding financial and non-financial targets.

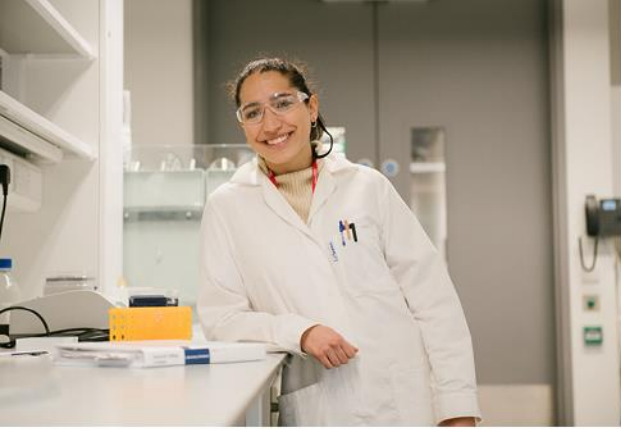
## Skills and Personal Attributes:

### Essential:

- Good organisational skills and the ability to prioritise workload.
- Focus on results and continuous improvement.
- Excellent attention to detail.
- Excellent written and verbal communication skills and the confidence to communicate with people of all levels.
- Agency management skills.
- Use of CRM or database systems.
- Strong team player and self-motivator.
- Flexibility to work some unsocial hours and willingness to travel independently.

### Desirable:

- Project management skills.



## 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 £29,000 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 as part of the selection process. Should you need any adjustments at either the application or interview stage, then please do 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 the **6th May 2024**, with interviews likely to be held week commencing the **13th May 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.