



# 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



# **EMAIL & MESSAGING CHANNEL MANAGER**

# JOB DESCRIPTION

## Main Purpose of the Role

The Email & Messaging Channel Manager will play a crucial role in driving supporter engagement, fundraising, and brand awareness through effective email and SMS communication strategies. They will be responsible for ensuring ARUK's email channel delivers a consistent, personalised, and user-centric experience, maximising supporter engagement and conversions.

## Key Responsibilities

### Strategic Leadership:

- **Email Strategy Development:** Collaborate with the Senior Digital Channel Manager to develop and implement a comprehensive email strategy aligned with ARUK's fundraising, brand, communication, and advocacy goals.
- **Platform Management:** Own and manage the Dotdigital account (email and SMS), ensuring optimal performance, deliverability, and compliance.
- **Cross-Platform Collaboration:** Lead decision-making on email components for all platforms used at ARUK (Dotdigital, Funraisin, Outlook, etc.), ensuring a consistent and user-centric experience.
- **Audience-Centric Approach:** Champion a customer and supporter-centric approach to email communications, prioritising personalisation, segmentation, and relevance.
- **Decision-Making Authority:** Serve as the final decision-maker for all email channel-related matters, including marketing campaigns, automated journeys, transactional emails, and SMS initiatives.

### Tactical Execution:

- **Campaign & Calendar Management:** Own the email calendar, plan, execute, and analyse email campaigns, including the monthly newsletter, welcome journeys, and A/B tests. Manage and delegate this work to the Digital Campaigns Officer(s) and Digital Campaigns Executive where appropriate.
- **Automation:** Develop and implement automated email workflows to nurture leads, welcome new supporters and customers, re-engage lapsed donors, and drive conversions.
- **Data Collaboration:** Work closely with the data team to segment audiences, personalise content, and ensure seamless data integration between Salesforce and Dotdigital.
- **Integration Management:** Manage the technical integration between Salesforce and Dotdigital, ensuring data accuracy and maximising automation capabilities.
- **Reporting & Analysis:** Provide detailed and accurate reporting on email performance, using data to drive optimisation and inform future strategies.
- **User Journey Optimisation:** Collaborate with the web unit to create seamless user journeys between the website and email communications.

### Other Important Areas:

- **SMS Channel Management:** Manage and grow ARUK's SMS channel, leveraging its potential for timely and targeted communication. Also responsible for new 'SMS' adjacent channel strategies (e.g. Whatsapp).

- Continuous Improvement: Explore opportunities to upgrade Dotdigital to enable more reactive marketing based on web traffic.
- Knowledge Sharing: Share insights and best practices across ARUK, upskilling staff on effective email communication.
- Supporter Focus: Continuously monitor and analyse supporter data to understand preferences, identify churn risks, and optimise the email experience for higher engagement and growth.
- Using data and analytics to inform all aspects of email strategy, from segmentation and personalisation to campaign optimisation and automation.
- Collaboration: Particularly with the web team and data team, to ensure a seamless user experience and effective data utilisation.
- Strategic Focus: While tactical execution is important, strategic leadership in collaboration with the Senior Digital Channel Manager is essential, ensuring the email channel aligns with ARUK's broader goals and contributes to its mission.

**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:

- Proven experience in email marketing, with a track record of developing and executing successful email campaigns.
- Strategic thinker with the ability to develop and implement effective email marketing strategies
- Strong understanding of email marketing best practices, including deliverability, segmentation, and personalisation.
- Experience in managing and optimising email marketing platforms, preferably Dotdigital.
- Expertise in data analysis and reporting, with the ability to derive actionable insights from campaign data.

### Desirable:

- Experience working in the charity or non-profit sector
- Knowledge of CRM systems, particularly Salesforce
- Familiarity with SMS marketing and emerging communication channels
- Experience in A/B testing and campaign optimisation

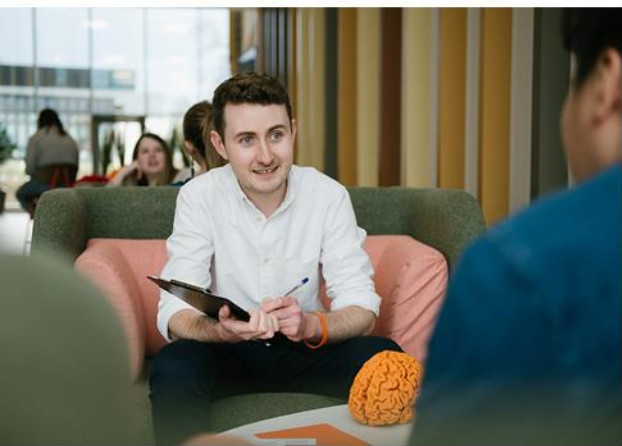
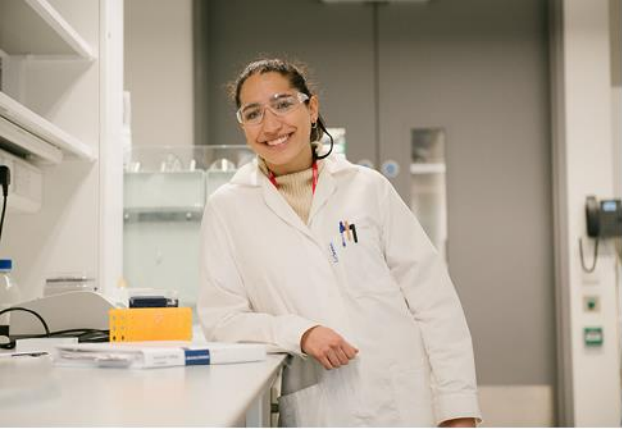
## Skills and Personal Attributes:

### Essential:

- Excellent communication and stakeholder management skills.
- Strong analytical and problem-solving skills
- Excellent attention to detail and organisational skills
- Proactive and results-oriented
- Passionate about using email marketing to make a positive impact

### Desirable:

- Passion for the Cause: A genuine interest in Alzheimer's research and a commitment to ARUK's mission, which can enhance motivation and engagement.



# 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 £45,000 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 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 **24<sup>th</sup> November 2024**, with interviews likely to be held w/c **2<sup>nd</sup> December 2024**. 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.