



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



HEAD OF COMMUNICATIONS

JOB DESCRIPTION

Main Purpose of the Role

The Head of Communications plays a leadership role in the management, development, and protection of ARUK's external voice, profile and reputation. The role leads a highly engaged and high-performing Department that brings the work of Alzheimer's Research UK to life and rallies people to our cause, sharpening our messages and shaping what the public thinks and feels about dementia.

Alzheimer's Research UK is a leading voice on dementia and research, and this postholder will ensure that the charity speaks consistently and expertly on a range of topics from inspiring donors to influencing government. They will lead a department covering PR, strategic communications, case study stories, science and policy communications.

The Head brings expertise developing communications campaigns, and in creating and adapting messaging for a range of external audiences. Their expertise will bring the work of ARUK to life through PR, multimedia storytelling, and compelling fundraising copy. Their broad remit will also lead our work to shape public understanding of dementia through public health campaigns like *Think Brain Health* and by tracking national perceptions through the *Dementia Attitudes Monitor*.

They will grow the reach and influence of ARUK, defining communications priorities, and positioning ARUK and its Senior Leadership team as expert voices nationally and internationally.

The Head reports into the Executive Director of Policy & Communications and works closely with the Director of Research, Heads of Policy and Public Affairs, and Brand and Digital to ensure those interacting with Alzheimer's Research UK receive a consistent and high-quality supporter experience. The postholder will be experienced at managing large teams and working across multiple projects, bringing the drive to seek out new and proactive opportunities for the department and wider charity.

Key Responsibilities

- Leadership of the multi-disciplinary Communications Department, line managing three Senior Managers and a total department of around 20 people.
- Manage the annual planning, budgeting and reforecasting process, ensuring that actual expenditure delivers within budgeted targets.
- Oversee the Department's PR activities: maintaining ARUK as a trusted voice and thought leader on research and policy developments; tracking the impact of our PR work against the Comms Strategy and with our media monitoring agency; and developing effective PR strategies to optimise reach to key audiences.
- Use quantitative and qualitative insight to develop and expand the charity's core messaging, ensuring consistent and compelling communications about dementia and research in line with the ARUK brand.
- Ensure first-class communications, PR and copywriting support to fundraising teams across the charity, working closely with Fundraising Heads of Department to develop high-level fundraising propositions and pitches.
- Leadership of cross-organisational groups to define the communications and influencing priorities for ARUK, and develop robust multi-channel comms plans, positioning and supporting the Senior Leadership team and senior ambassadors.

- Oversee crisis communications and management of the charity's external reputation, including delivery of the Annual Report and Review.
- Champion the sensitive and appropriate use of real-life case studies across the charity and in the media.
- Track public perceptions of dementia, including overseeing delivery of the charity's Dementia Attitudes Monitor, using that insight to inform new campaigns and approaches to tackle key issues or reach groups with lowest levels of engagement.
- Identify and deliver wide-reaching health campaigns to address key areas of misunderstanding or disengagement, including leading the development and growth of the charity's Think Brain Health campaign.
- High level representation of ARUK at project boards and external working groups as appropriate.
- Provide strong leadership and support to the Communications Department, through coaching, mentoring and developing individuals to deliver an effective and efficient service across the charity. Carry out performance appraisal meetings and effectively promote team building and collaborative working to deliver the strategic and operational plans.

PERSON SPECIFICATION

Knowledge and Experience:

Essential:

- Experience working in a communications leadership or strategy role in a national organisation in the private, public, or voluntary sector.
- Experience working extensively with the media, including managing complex health, science or policy issues.
- Knowledge of how to develop inclusive communications, particularly reaching individuals with lower health literacy.
- Experience leading market research and user insight projects to shape campaigns and messaging.
- Excellent journalistic skills and an understanding of how to influence and use the media, including thought leadership.
- Extensive experience developing and delivering multi-media and multi-channel communication strategies to reach both mass and specialist audiences.
- Detailed understanding of the medical research environment.
- Exceptional leadership skills and experience of managing diverse teams.
- Excellent organizational skills; the ability to manage a large number of tasks to meet multiple deadlines.

Desirable:

- Scientific background or experience working within a medical research environment.
- Experience developing fundraising copy and propositions.

Skills and Personal Attributes:

Essential:

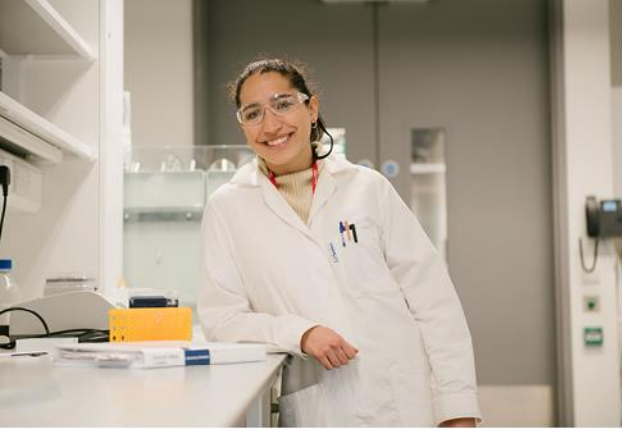
- Exemplary leadership with both short and long term strategic vision
- Excellent communicator with an ability to build relationships and inspire confidence and respect at all levels. Demonstrates strong negotiation and decision-making skills
- Excellent listening skills, receptive to feedback and demonstrates flexibility, curiosity and an ability to learn
- Strong team player who can work both independently and collaboratively with internal and external stakeholders
- A self-starter, able to work with independence, intelligence, drive and initiative to identify new opportunities and areas of strategic growth.
- Creative flair, with an eye for detail, compelling copy and engaging ideas – able to spot opportunities and develop them for the benefit of ARUK and its beneficiaries.
- Ability to explain complex information to all stakeholders
- A confident speaker, able to represent the charity to the highest level in pitches, media interviews and meetings.

PERSON SPECIFICATION CONTINUED

- Demonstrates and encourages ownership and responsibility; builds drive and motivation in others – has a ‘can-do’ attitude and is committed to delivering results, and strives for continuous improvement
- Strong ethical standards and a high level of personal integrity.
- High self-awareness and low ego: works with an open, transparent and authentic style
- Willingness and ability to travel independently in the UK and beyond, to work outside of regular office hours.

Desirable:

- Experience delivering public health and/or behaviour change campaigns.
- Experience working in a medical research charity.
- Knowledge of dementia and/or dementia research.



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 £65,000 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.