



# 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 FUNDRAISING INNOVATION

# JOB DESCRIPTION

## Main Purpose of the Role

Famous Through Innovation (internally known as FAME) is the strategic pillar that aims to embed a bold, insight-led innovation culture across ARUK to unlock new fundraising opportunities, expand our supporter base, and future-proof income. By scanning for trends, testing new ideas and products and scaling what works, this strategy will help drive the transformational growth needed to reach our income target by 2030.

The Head of Fundraising Innovation is responsible for the development and delivery of the 5-year strategy across fundraising product innovation. They are responsible for the leading the Fundraising Innovation team in strategic development, testing and scaling of innovative fundraising products, as well as the testing and optimisation of online fundraising to improve conversion, retention and lifetime value. Ensuring the team stay ahead of sector and digital trends, translating insight into practical product development that grows income and enhances supporter experience.

## Key Responsibilities

### Fundraising and Marketing Strategy

- In collaboration with the Director of Supporter Led Fundraising and fellow F&M Heads, plan, implement and deliver the 2033 Fundraising & Marketing Strategy.
- Shapes and oversees the fundraising innovation programme, creating the systems, culture, and strategic direction needed to enable a sustainable pipeline of breakthrough ideas that drive long-term income growth.
- Maintain a central and neutral position across Fundraising and Marketing, ensuring cross organisational alignment and impartial prioritisation of innovation across portfolios.
- Responsible for the overarching Innovation and Online Fundraising in year plans and strategy
- Direct line management of 2 managers.
- Lead Fundraising Innovation team of 5.

### Fundraising Product Strategy

- Lead fundraising innovation team of two.
- Support the Fundraising Innovation Manager on their leadership of the innovation programme board FAME, and fundraising product innovation roadmap aligned to driving income growth and supporter engagement objectives.
- Support the Fundraising Innovation Manager to identify opportunities to evolve existing fundraising products and create new digital-first income streams.

## **Online Fundraising Innovation**

- Lead online fundraising team of three.
- Support Online Fundraising Manager in testing and optimising online fundraising to improve conversion, retention and lifetime value.
- Stay ahead of sector and digital trends, translating insight into practical product development.
- Supporter Experience & Insight
- Ensure Innovation and online fundraising teams design supporter-centred fundraising products informed by insight, data and user research.
- Ensure products are accessible, inclusive and aligned with brand and values.

## **Testing, Data & Performance**

- Establish and monitor processes for the team that allow robust testing and evaluation frameworks for new and existing fundraising products.
- Establish processes and ways of working for the team that ensure they use data and analytics to inform product decisions and prioritisation.
- Define and track KPIs including income performance, engagement metrics and ROI.

## **Cross-Functional Collaboration**

- Collaborate across ARUK to deliver fundraising innovation that drives organisational strategic priorities.
- Manage relationships with external platforms, agencies and suppliers.
- Ensure compliance with GDPR, ethical fundraising standards and safeguarding policies.

## **Leadership & Capability Building**

- Lead and develop a high-performing fundraising innovation team and online fundraising team.
- Responsibility of innovation budgets and forecasts.
- Build product-led thinking and innovation capability across fundraising teams.

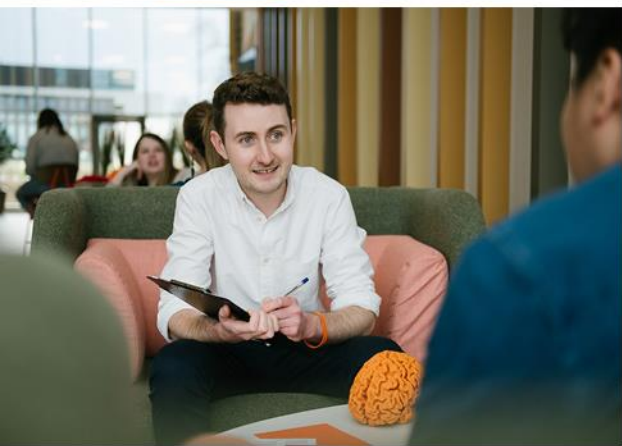
## **Budget management and reporting**

- Ensure that all financial targets are met and that the team is managed in the most cost-effective way possible
- Compile 3-year forecasts and annual budgets in line with operational planning
- Ensure any necessary mitigation planning is carried out to achieve budget.

# PERSON SPECIFICATION

## Knowledge, Skills and Experience:

- Significant experience in fundraising product development or innovation, ideally in the charity or not-for-profit sector.
- Proven track record of developing and scaling fundraising products or online income streams.
- Experience working with testing frameworks, analytics and performance measurement.
- Experience of leading multi-function teams to achieve goals and maintain a wave-maker team culture.
- Experience of managing agencies and suppliers and ensuring all contractual requirements are delivered on time and budget.
- Experience of analysing and monitoring data in a consumer/supporter environment and utilising outputs to advise and drive forward activity.
- Skills in producing evaluations, proposals and reporting on objectives and sharing insights.
- Demonstrable ability to work with a variety of different internal and external stakeholders at all levels.
- Strong product mindset with the ability to balance innovation, income and supporter experience.
- Strategic thinker with excellent delivery and stakeholder management skills.
- Data-driven, curious and comfortable working in an iterative, test-and-learn environment.
- Strong understanding of online fundraising channels.



## 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.

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**.



# EMPLOYEE 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 29 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 and 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.



## Electric Vehicle Scheme

Employees can lease an electric vehicle via a Salary Sacrifice Scheme. This includes 4,000 free miles of charge, charger, insurance, servicing, tyres, maintenance and breakdown all in one monthly payment.



## TERMS OF APPOINTMENT

**Contract Type:** Permanent  
**Salary:** Circa £70,000 per annum

**Working Hours:** 35 hours per week

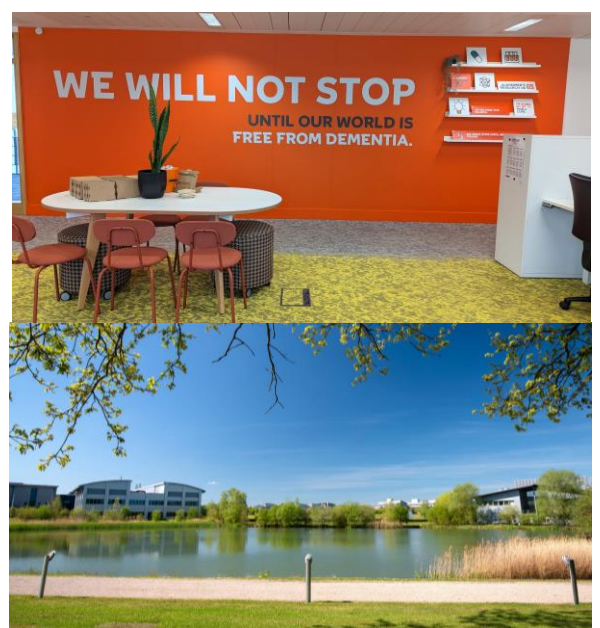
**Ways of working:** As part of our Agile ways of working, you will be required to work approximately 2 days a week from the office, which is subject to the requirements of the role and the business needs. Flexibility on where you work can be split between working from home and our office. Roles that 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 **26<sup>th</sup> April 2026**, with interviews being arranged once shortlisting has been completed. 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.