



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 MARKETING PLANNING

JOB DESCRIPTION

Main Purpose of the Role

As part of Alzheimer's Research UK's Strategic Marketing Leadership Team, the Head of Marketing Planning plays a pivotal role in planning and integrating the charity's marketing programmes to accelerate progress towards a cure.

The Strategic Marketing directorate lead collaboration across the charity to ensure a cohesive public facing narrative and marketing plan that will drive onward customer engagement and action. We do this through growing brand awareness, delivering excellence in digital capability and marketing, providing outstanding fundraising and marketing insight, and creating a single source of truth for marketing performance. You will work alongside the Head of Brand, Head of Digital and Head of Insight and Strategic Development.

The Head of Marketing Planning is responsible for driving planning and programme excellence across our marketing teams and initiatives that will support and increase informed collaboration. This role will have ownership of key planning and operating models that allows ARUK to deliver effective marketing programmes to achieve our goals. You will be responsible for proactively identifying opportunities to improve the effectiveness of our overall marketing programme.

This is a brand new role for the charity and as such you will be expected to shape and develop the resource this function will require, assessing the current situation alongside your peers and the senior leadership team and compiling a recommendation.

Key Responsibilities

Setting ourselves up for success

- Assess and prioritise the varying needs across the charity for greater marketing integration, improved planning, more consistent measurement and improved ways of working.
- Partner with fundraising, communications, campaigning, digital, brand and marketing teams to deliver a consolidated marketing plan across owned, shared, earned and paid media, championing planning principles and a collaborative approach to ensure opportunities are explored and integrated for maximum effect.
- Lead the development of an overarching, insight driven audience strategy, ensuring buy in and support. Ensure all key audiences are reflected with a clear rationale. Oversee how these audiences are being targeted and performing on an ongoing basis.
- Working with the Senior Leadership Team, Head of Brand and Head of Communications, develop a single, joined up narrative for the organisation to underpin all marketing and communications, reviewing on an annual basis.
- Develop a single source of truth for measuring marketing effectiveness, establishing common and comparable measures to enable a flexible approach to budget optimisation across all key budget holders. Ensure shared marketing performance and insight to inform future plans.

Leadership and people management

- Develop a clear resourcing plan and recruit to this brand new team. Bring in talent and ensure individuals are inspired, motivated, challenged and supported and actively embed Alzheimer's Research UK values and leadership attributes across all activities. Champion the principles of Equity, Diversity and Inclusion.
- Promote collaborative working across various marketing teams across the charity, developing a culture of one marketing team, one marketing plan.
- Lead cross functional working groups to ensure goals are met, specifically to make the most of key moments during the year and ensure ongoing best practice in planning and measurement.
- Lead and oversee ways of working with key marketing partners such as our media agency, ensuring agency roles are fully understood, agencies work effectively with each other and specifically that the media partnership is successful through routine, 2-way reviews and assessment.

Marketing optimisation

- Lead the development of propositions and plans to maximise the impact of key moments through the year; both proactive and reactive, such as World Alzheimer's Month or new drug discoveries.
- Ensure we have the optimal balance of spend, channel and audience to drive media performance and efficiency.
- Consult with key stakeholders to identify opportunities and gaps in our marketing skillset, putting plans in place to maximise emerging opportunities, for example with the Research community and healthcare professionals.
- Play a key role in reviewing and improving ways of working across marketing activities, including but not limited to briefing processes, campaign analysis, sharing of insight and taking forward indicated actions.

Other responsibilities

- Continuously develop professional knowledge, skills and expertise by on-the-job learning, attending relevant network groups, meetings, and conferences.
- Represent the charity at internal and external events by acting as an ambassador for all its work and in leading initiatives, campaigns and fundraising. This postholder will be required to travel occasionally throughout the UK and attend weekend and evening events.
- Undertake any other duties, initiatives, and projects in line with the responsibilities of the role.

PERSON SPECIFICATION

Knowledge and Experience:

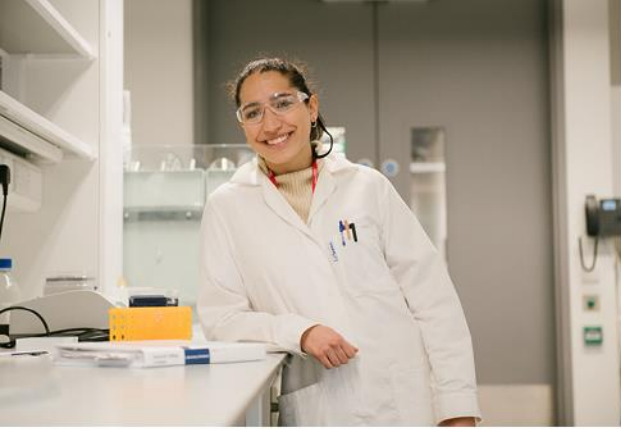
Essential:

- Strategic thinker with significant experience planning and integrating multi-channel campaigns across a number of functions.
- Ability to develop, interpret and translate a range of measures and business intelligence to direct decision making.
- Experience of building and leading a diverse team, establishing resource and skillset required, and recruiting and developing talent.
- A natural planner with project management skills; experience of leading cross functional teams to deliver and execute a single plan.
- Ability to balance conflicting priorities to drive the right outcome for an organisation, in line with agreed strategic goals.
- Experience of working with agencies to get the very best out of the relationship.
- Experience of developing and implementing successful new processes and ways of working across multiple teams.
- Knowledge of the relationship and importance of integration across CRM systems and Digital platforms.
- Budget management, ensuring best allocation of investment to deliver optimal results.

Skills and Personal Attributes:

Essential:

- Exemplary leadership skills with both practical and short/long term strategic vision.
- A natural collaborator; ability to build relationships and inspire confidence and respect at all levels; strong team player.
- Excellent listening skills - receptive to feedback and demonstrates flexibility, curiosity and an ability to learn.
- Influencing skills that ensure a clear understanding of and agreement to the direction of travel across an organisation.
- Insight and audience driven; a customer first, evidenced approach.
- Has a “can-do” attitude and is committed to delivering results and strives for continuous improvement.
- Strong work ethic and a high level of personal integrity.



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 **22nd September 2024**, with interviews likely to be held w/c **30th September 2023**. 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.