



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



**Inclusive
Employers
Standard**
Silver
Accreditation 2024





INDIVIDUAL GIVING EXECUTIVE — FACE TO FACE

JOB DESCRIPTION

Main Purpose of the Role

The role of the Direct Marketing Executive is a varied one. Working with different teams and suppliers, you will be supporting and delivering direct marketing campaigns across a range of channels. The Face-to-Face acquisition programme is an evolving one and there is change and growth happening in a lot of interesting areas at a fast pace.

As well as running day-to-day activities, the post holder will be responsible for supporting the face-to-face team by ensuring data and supporter engagement processes are running smoothly across campaigns. Alongside this, they will ensure compliance and adherence to the most recent regulations and codes of practice is top of the agenda.

Fundraising experience is not essential for the role, but we are looking for someone with the desire and self-motivation to learn and develop, and the drive and passion to change the future for those affected by dementia. The successful candidate will be able to show this, be collaborative and enthusiastic, want to learn and develop, and be keen to get involved with the activities of the team right away. You'll be part of a team that works across multiple face-to-face fundraising channels; speaking to a 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

- Support with planning and delivery of face-to-face fundraising campaigns across a range of products and channels including Regular Giving, Lottery and Payroll Giving
- Work with others in the team to conduct mystery shopping, shadowing and call listening to measure fundraising quality and ensure compliance.
- Liaise with designers, printers, agencies, and fulfilment houses.
- Support the day-to-day management of fundraising agencies and suppliers, ensuring relationships are effective and productive.
- Assist in the production and delivery of motivating fundraiser training that ensures quality, compliant fundraising.
- Support in recommendations for change and refinement across the direct marketing programme.

Finance & Reporting

- Weekly campaign tracking and reporting
- Administer the recording, reconciliation, and processing of invoices

Other duties

- Tracking and evaluating competitor and industry trends, collaborating with the other Direct Marketing Executive to provide recommendations to the wider team for potential improvements and testing opportunities.
- Keep up to date with developments in face-to-face fundraising, direct marketing and sector regulation.

- Proof-read direct marketing materials and collateral.
- Regularly attend, support, and contribute to meetings and events.
- Ensure compliance and adherence to the most recent regulations and codes of practice.
- Keep up to date with dementia news, research developments and the work of Alzheimer's Research UK and consider the impact on campaigns.

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, skills and experience needed:

Essential:

- Experience of using Microsoft packages; particularly Excel, Word and PowerPoint.
- Proof reading.
- Administrative experience.
- Good organisational skills and the ability to prioritise workload.
- Willingness to collaborate and work closely with other departments and external suppliers.
- Excellent attention to detail.
- Excellent written and verbal communication skills and the confidence to communicate with people of all levels.
- Strong team player and self-motivator.
- Strong focus on results and continuous improvement.
- Flexibility to work some unsocial hours and willingness to travel independently.

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 buy via salary sacrifice arrangement 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%. Salary sacrifice option also available.



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: Fulltime, Permanent
Salary: Circa £24,788 per annum

Please note that the salary for this role does not currently meet the minimum salary threshold required by UK Visas and Immigration (UKVI) for sponsorship under the Skilled Worker route. As a result, visa sponsorship may only be available to candidates who qualify as a "new entrant" under the Skilled Worker regulations.

This may include individuals who are under 26 years of age, switching from a UK Student or Graduate visa (where eligible), undertaking postdoctoral research, or working towards a recognised professional qualification, registration, or chartered status. Sponsorship may also be available where another applicable legal exception to the minimum salary requirements applies.

If you do not meet any of the criteria above, we are unfortunately unable to offer Skilled Worker visa sponsorship for this position. We would encourage candidates to review the UKVI eligibility requirements carefully before applying.

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, particularly from those in the global majority, those with disabilities, men and those from the LGBTQIA+ community. 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. Should you require any adjustments at either the application or interview stage, 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 September 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.