



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





MASS PARTICIPATION EVENTS MANAGER

JOB DESCRIPTION

Main Purpose of the Role

The role of Mass Participation Events Manager is an exciting new role that will be integral to building on the success of our new mass fundraising product – Walk For A Cure (WFAC). WFAC is our flagship fundraising event series of 5k accessible walks, bringing together anyone impacted by dementia for a shared purpose- to find a cure.

We have big ambitions for the growth of this exciting mass participation product and next year we will be improving on the microsite functionality, stewardship journeys, and marketing plans to help us drive increased fundraising and remittance.

You will work closely with internal stakeholders, external agencies, and delivery partners to ensure the events are delivered on time and to target by putting in place a robust project plan, working groups, reporting and evaluations and ensuring our processes and procedures are fit for purpose.

This role sits within the Supporter-led Fundraising (SLF) team at Alzheimer's Research UK (ARUK) sitting within the Fundraising and Marketing Directorate and is responsible for securing income from individuals, groups, and corporates in the community.

Key Responsibilities

Project Planning and Management:

- Develop and maintain a comprehensive project plan for WFAC, guiding cross-functional teams through its execution.
- Manage project risks and decisions to ensure smooth project progression.
- Establish and lead internal working groups or workstreams for effective collaboration.
- Serve as the main point of contact for internal and external stakeholders involved in the WFAC project.
- Promote best practices in project management across the organization, working closely with the central Projects Team.

Collaboration and Coordination:

- Collaborate closely with internal teams, external agencies, and delivery partners to ensure successful event delivery.
- Oversee deliverables from key agencies and ensure alignment with project objectives.
- Work with ARUK teams such as marketing and design to define roles, responsibilities, and timelines.
- Provide on-the-day event delivery support at all WFAC events.

Reporting and Communication:

- Generate weekly reports and updates for the Heads of Mass Participation & Relationship Fundraising to track project progress and address any issues.
- Facilitate ARUK-wide updates on the WFAC project, ensuring alignment with key teams.
- Stay informed about ARUK's strategic direction, organisational goals, and priorities.

Data and Insight:

- Collaborate with Insight specialists to gather internal and external insights needed to understand the WFAC audience.
- Work with the data team to establish PowerBI dashboards for product performance insight and lifecycle management.

Accessibility and Inclusivity:

- Work with key internal teams to support on delivering accessibility at WFAC events the development of a 'Dementia Friendly Mass Participation Event' framework.

PERSON SPECIFICATION

Knowledge, skills and experience needed:

Essential:

- Demonstrable experience of using project management principles and techniques to coordinate multiple workstreams, stakeholders, risks and deadlines.
- Experience managing agencies and suppliers and ensuring all contractual requirements are delivered on time and budget.
- Demonstrable experience in championing a product at an organisational level with excellent skills in influencing and negotiation.
- Project Management experience.
- Experience of analysing and monitoring data in a consumer/supporter environment and utilising outputs to advise and drive forward activity.
- Skills in producing evaluations, reporting on objectives and sharing insights.
- Demonstrable ability to work with a variety of different internal and external stakeholders at all levels
- Willingness to travel throughout the UK and to work event weekends including overnight stays- primarily WFAC events.
- A self-starter, able to work with independence, drive and initiative.
- Creative flair, with a strong eye for detail.
- Getting the best out of people and partner agencies.
- Excellent written and verbal communication skills.
- Excellent organisational skills: the ability to manage a varied workload.
- An ability to inspire and motivate colleagues to support a project.

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

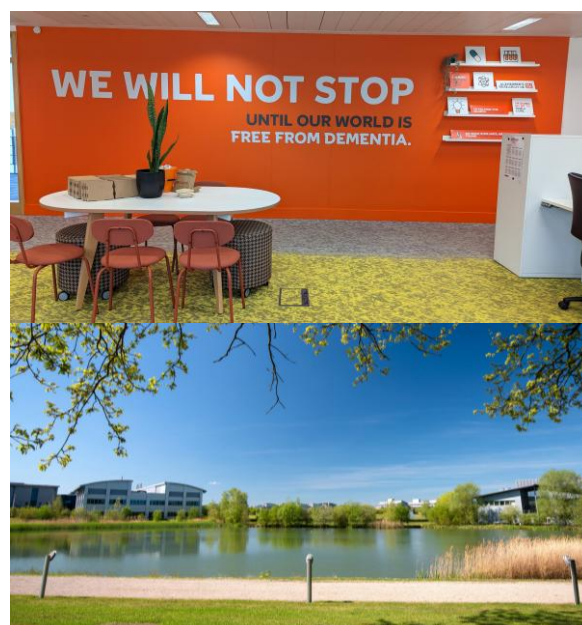
- Contract Type:** Fulltime/ Part time/ Permanent/ 12-month Fixed Term Contract, or on return of the substantive postholder
- Salary:** Circa £45,000 per annum
- Working Hours:** 35 hours per week
- Ways of working:** As part of our Agile ways of working you will be required to work approximately 2 days 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, 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 16TH August 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.