



# 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



# **ONLINE FUNDRAISING OFFICER**

# JOB DESCRIPTION

## Main Purpose of the Role

The Supporter-led Fundraising (SLF) Department at Alzheimer's Research UK (ARUK) is responsible for mass fundraising through enabling individuals, communities and companies to support ARUK through their own talents and passions. As well as driving registrations and income through third party, virtual and mass participation events and managing these relationships to maximise income.

In this role you will be the face of our friendly and passionate Online Fundraising Team; building relationships with supporters who use online channels, new technologies or digital assets to fundraise. You will support the Senior Online Fundraising Officer and Senior Manager with the development of online fundraising products and will be responsible for the day-to-day delivery of projects.

You will be at the forefront of the fundraising sector as it develops; you will proactively research and propose new areas of growth, you will help spot potential and trends in new areas of online fundraising and be willing to adapt to this quickly changing area.

You will take responsibility to ensure the smooth integration of our online fundraising systems across ARUK including adding accurate details to our database, tracking and monitoring income, responsibility for online donation platforms, as well as general administrative duties in the office.

## Key Responsibilities

### Account Management and strategic support

- Support the Senior Online Fundraising Officer (SOFO) and Senior Manager (SM) in delivering the Online Fundraising strategy and increase income within this revenue stream
- Proactively identify, plan and manage opportunities to grow charitable income via digital assets (e.g. Crypto), Meta challenges, online donation platforms and other new avenues
- Successful account management of third-party suppliers, keeping up to date with changes to systems and platforms
- Work closely with other teams (e.g. Corporate, Philanthropy, Policy) to establish ARUK as a leading charity within the digital assets space
- Work with the Digital Team to identify new potential fundraising platforms and ensure fundraising opportunities are not missed
- Proactively research opportunities to work with organisations in the Online Fundraising Space, developing propositions and delivering top level account management to Online Corporate Partners with the support of the SOFO
- Work with SOFO / SM to develop budgets and targets for key areas of work.

### Supporter Management/Experience

- Provide excellent customer service to fundraising supporters (maintaining a polite, enthusiastic manner with prompt responses to enquiries), to acknowledge support and increase long-term loyalty
- Deliver proactive and innovative outreach to potential supporters in online spaces
- Keep up to date with fundraising legislation and codes of practice to be able to provide relevant advice to fundraisers
- Represent charity in appropriate manor at in-person and online events, with willingness to network and encourage new support.

### **Project Management**

- To manage the delivery of successful online fundraising challenges and campaigns, including day to day project management, agreeing budgets with SOFO/SM, internal briefing, merchandise orders, data and financial tracking
- To work in collaboration with the Marketing, Digital and Communications teams to ensure that challenges and campaigns are promoted effectively
- To develop and deliver process enhancements with the SOFO / SM to allow the team to maintain high performance as the number of supporters grows.

### **Monitoring and Reporting**

- Ensure that supporter activity and fundraising outcomes are monitored and evaluated, clearly communicating progress to SOFO / SM
- Undertake reviews and feedback to teams to highlight success, improvements and inform future planning
- Manage relevant information on the charity's CRM, keeping detailed, up-to-date records of activity and income.

### **Creativity and Trend Hunting**

- Apply external and internal insights to optimise and innovate new streaming activity
- Keep abreast of and identify new online fundraising trends through horizon scanning
- Write briefs, proposals and presentations for internal stakeholders to become involved in potential opportunities
- Evaluate potential opportunities to understand which ones we should prioritise.

### **Other**

- Keep up to date with dementia news and research developments to communicate to supporters.
- Use creativity, knowledge and opportunity to identify areas for change and/or implementation of new processes to ensure efficient and collaborative ways of working across SLF.

### **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 and Experience:

### Essential:

- Track record of successful project management
- Relationship management experience
- Experience of working with digital technologies and online communities
- Good knowledge of social media platforms.
- Confident working with computers.
- Good knowledge of Word, Excel, and Outlook.
- Experience of reporting on income and tracking data.

### Desirable:

- Knowledge and/or experience of cryptocurrencies.
- Knowledge and/or experience of Meta fundraising challenges.
- Budget management experience.
- Proven track record of meeting or exceeding financial and non-financial targets
- Use of a database or CRM.
- Experience of either fundraising or account management.
- Third-party partnerships management

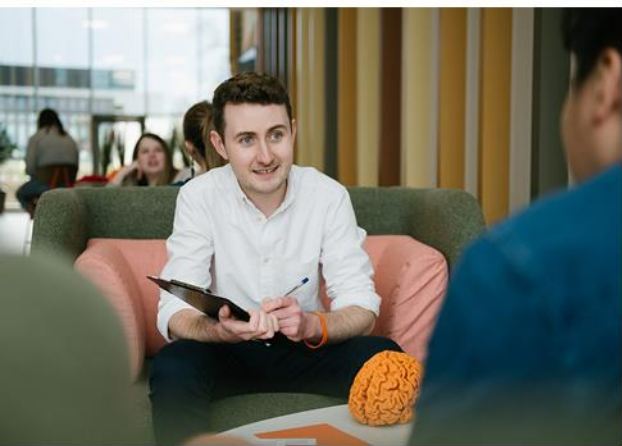
## Skills and Personal Attributes:

### Essential:

- Excellent organisational skills.
- Interest in crypto, streaming, social media, new tech and the online world.
- Creativity in thinking of new fundraising ideas and adjustments to processes for efficiency.
- Excellent written and verbal communication skills.
- Able to juggle multiple demands on your time and prioritise appropriately.
- A passion for wanting to deliver the best, first-class stewardship journey for our incredible supporters.
- Warm, friendly and personable.
- A professional and hard-working team player with a positive and collaborative work ethic.
- A willingness to learn and adapt to processes.
- To be agile, flexible and understanding that work priorities may change at short notice due to the nature of fundraising.
- Flexibility to work occasional unsociable hours when the role requires.
- Willingness to travel when required.

### Desirable:

- Setting and managing expectations with different audiences.
- Using and monitoring data.



# 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.

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 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 & 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 £30,000 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 **16<sup>th</sup> March 2025**, with interviews likely to be held w/c **31<sup>st</sup> March 2025**. 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.