



# 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



# POLICY CAMPAIGNS MANAGER

# JOB DESCRIPTION

## Main Purpose of the Role

We are recruiting a new Policy Campaigns Manager to develop and lead our campaigns function at ARUK. The Policy Campaigns Manager will report to the Senior Public Affairs and Campaigns Manager.

In this role you will be joining a friendly and fast-moving Policy and Public Affairs team, with the scope to grow both the function and your role within ARUK. You will work closely with colleagues across the organisation to develop campaigns and identify opportunities to mobilise our supporters and drive influence and impact for and with people affected by dementia.

You will lead the development of the campaigns function for ARUK, building on existing initiatives, championing best practice in campaigns and building our reach and engagement. You will also be responsible for working across a range of functions including our policy, research, communications, digital, brand and volunteering teams.

## Key Responsibilities

### **Build on our campaign development processes to identify and create new campaigns that deliver change in dementia research and for people affected by dementia**

- Work with colleagues across research, policy and public affairs teams to develop and deliver successful campaigns that mobilise people affected by dementia and our supporters to influence decision makers and change policy and practice
- Work with the policy managers to ensure that our campaigns align with our strategic priorities and theories of change
- Work closely with public affairs colleagues to plan campaign actions that align with key political influencing moments e.g. Budget; Spending Review; King's speech; General Elections

### **Develop and deliver our campaign communications to grow the reach, influence and impact of our campaigns**

- Lead the development and growth of our campaigner network, building supporter journeys, and producing compelling and creative campaigner communications across email, social media and other channels
- Work with colleagues across CRM and digital to improve data management, delivering regular reporting on campaign actions and use this data to enhance the campaigner experience and empower more people to take action.
- Work with colleagues in fundraising to build campaigning expertise and experience with local ARUK supporters and improve our reach with MPs in their constituencies

### **Involve people affected by dementia in campaigns development and delivery**

- Identify case studies and campaign supporters who can advocate for change
- Provide training and ongoing support to case studies and campaign supporters to empower them to take part in our campaigns
- Develop systems and processes to ensure that the voice of people affected by dementia is at the heart of our campaigns

## **Research, insight and continuous improvement**

- Provide expert advice across the charity on campaigning, taking an open, flexible and innovative approach
- Develop mechanisms to keep abreast of best practice in campaigns and any legal or regulatory issues specifically around mental capacity and consent, data protection and lobbying etc
- Embed a campaigning culture across the organisation by being an ambassador for the benefits of campaigning and working with colleagues to showcase the opportunities and impact of our work.

## **Other duties**

- Ensure accurate record keeping
- Undertake any other relevant duties and projects as require and in line with the responsibilities of the post

## **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:

- Experience of delivering successful national campaigns
- Experience of building fruitful relationships with colleagues across organisations
- Experience of developing impactful campaign strategies with clear policy rationale and creative tactics
- Experience of writing compelling campaign communications
- Experience of delivering campaigns training
- Experience of working with campaigners
- Experience using CRM databases such as Raiser's Edge and Salesforce and handling sensitive personal data
- Leadership experience at a management level

### Desirable:

- Campaigning qualification
- Experience of working in a medical research environment
- Experience of working with colleagues of a senior level
- Experience of matrix working, across professional and operational boundaries
- Experience of developing guidance and training for researchers, colleagues and people affected by dementia
- Experience of co-producing solutions and approaches with people with lived experience, their families and carers
- Experience of working with people with disabilities and understanding of the social model of disability

## Skills and Personal Attributes:

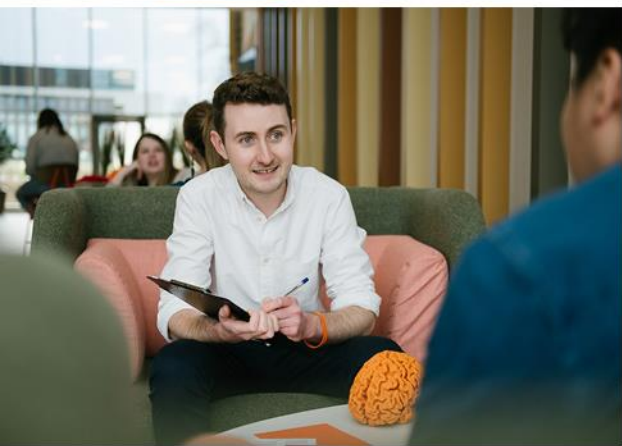
### Essential:

- Confidence working with computers – good knowledge of Word, Excel and Outlook
- Excellent personal communication, presentation and influencing skills, with the ability to engage stakeholders at all levels
- Ability to manage resources effectively and efficiently
- Ability to write professionally, with an ability to adapt communications for different audiences
- Ability to work with a high level of accuracy and attention to detail
- Good organisational and project management skills and the ability to prioritise workload
- Strong negotiation skills
- Naturally collaborative with ability to develop strong relationships with colleagues
- High level of empathy, compassion and understanding of dementia
- Professional and hard-working team player
- Confident, enthusiastic and able to remain calm under pressure

## PERSON SPECIFICATION *continued*

### **Desirable:**

- Knowledge of campaigning and influencing approaches in the UK and internationally
- Knowledge of UK health systems, NHS and health charity sector
- Knowledge of campaigning software, email marketing, social media marketing
- Strategic analytical skills, with the ability to frame problems and solutions in a logical, accessible and persuasive way



## 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 £44,000 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](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 **20<sup>th</sup> October 2024**, with interviews likely to be held on **w/c 28<sup>th</sup> October 2024**. 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.