



VACANCY PACK

Join us as we lead the search for a cure.



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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 COMMUNICATIONS MANAGER

JOB DESCRIPTION

Main Purpose of the Role

The Policy and Public Affairs Department at Alzheimer's Research UK is a dynamic and fast-growing team driving change to influence political stakeholders and shape policies that advance dementia research, improve access to early diagnosis, and prepare health systems for future treatments. The team also champions public health policies to reduce dementia risk.

The Policy Communications team sits within the Communications Department but works collaboratively with the Policy and Public Affairs Departments to maximise the success and influence of their work by gaining cut-through with key audiences and inspiring positive, urgent action.

The Policy Communications Manager plays a pivotal role in influencing government action, engaging campaigners, and shaping the media narrative on critical issues such as dementia risk reduction and new treatments. This high-impact position involves driving proactive media coverage, managing press bids, and pitching stories to national journalists, all while aligning efforts with broader communication strategies. With a focus on impactful storytelling, you'll elevate the charity's voice as a leading expert on dementia policy and grow its reputation as a thought leader nationally and internationally. You'll also lead and inspire a small team, managing two Policy Communications Officers.

We're seeking a talented, experienced media relations professional who thrives on securing high-profile coverage and creating meaningful change. If you're passionate about communications, skilled at building relationships with journalists, and eager to make a difference for people affected by dementia, this is the role for you.

Key Responsibilities

Management and collaboration

- Lead and manage your team effectively, embodying ARUK's leadership values. This includes holding regular 1:1s, providing constructive feedback, managing workloads, and supporting training and development needs.
- Build strong, collaborative relationships with colleagues in Policy and Public Affairs, as well as other senior thought leaders within ARUK and the broader dementia community.
- Actively contribute to the press office by handling in-hours and out-of-hours media requests.
- Foster positive relationships with senior stakeholders to highlight the value of PR activities, while developing and implementing KPIs and tools to measure and report on the impact of activities.

External communication

- Develop and lead a PR plan for policy communications that aligns with the charity's strategy, driving high-impact media coverage and audience engagement across multiple channels.
- Identify opportunities to engage the public in Policy and Public Affairs activities, including through campaigns, petitions, or amplifying their voices in support of ARUK's work.
- Craft and oversee communications for the charity's supporter-based campaigning network, both online and offline. This includes copywriting and editing content for the monthly Campaigner Newsflash and other materials.

- Collaborate with the Social Media team to enhance public and priority audience engagement with the charity's policy and public affairs initiatives.
- Build and maintain strong relationships with journalists and media outlets that connect with key audiences for Policy and Public Affairs.
- Work closely with the Head of Policy and Public Affairs and Executive leadership team to identify ways to use their voices to raise the charity's external profile on key political issues.

Messaging and copy development

- Work collaboratively with the Policy and Public Affairs Departments to develop communications campaigns and messaging around key issues, informed by quantitative and qualitative research, where possible.
- Develop topic briefs to equip media spokespeople and ambassadors with clear and consistent messaging on key issues.
- Provide high-quality copywriting and editing for reports, web content, social media, and marketing materials for campaigns and events.

Event support

- Oversee communications and branding for key events, including parliamentary engagements, roundtables, and other high-profile activities as needed.

Internal communications

- Support teams internally in talking confidently and consistently about strategic policy and campaigning issues to their audiences.

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:

- Ability to develop and support a high-performing team that delivers on organisational priorities.
- Confident setting KPIs and direction for teams and will have proven success leading integrated PR and digital campaigns.
- Significant experience working within an influential press office, including a record of proactively securing top-tier coverage.
- Lead projects with other communications disciplines, especially policy and public affairs, and project manage launches of key reports.

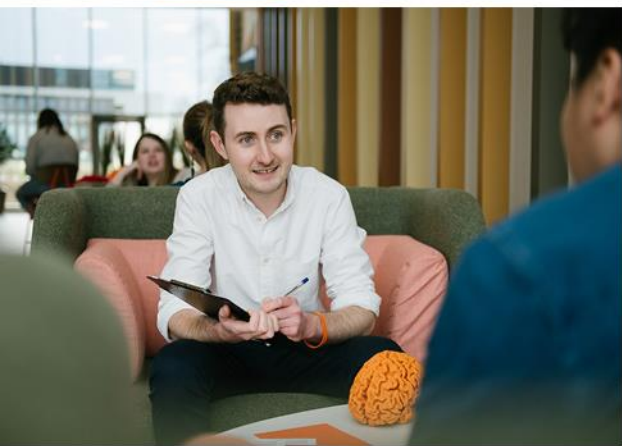
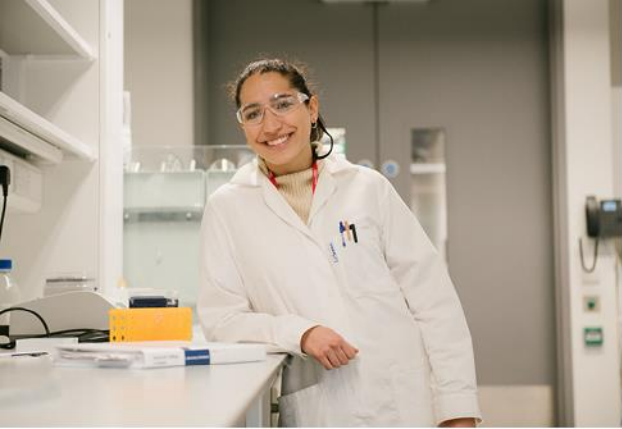
Desirable:

- Experience and/or understanding of working on issues relating to health inequalities and public health.

Skills and Personal Attributes:

Essential:

- Demonstrates and encourages ownership and responsibility; builds drive and motivation in others – has a ‘can-do’ attitude, is committed to delivering results, and strives for continuous improvement.
- Strong influencing and negotiation skills, comfortable working under pressure, with highly developed organisation and prioritisation skills.
- A highly strategic and creative thinker, with exceptional problem-solving and decision-making skills.
- Excellent written and verbal communication skills – capable of writing high-quality press releases, comments, briefings, and other written materials.
- The ability to build strong relationships with senior internal and external colleagues in a short period of time.
- In-tune with scientific progress, politics and the policy agenda.
- Strong ethical standards and a high level of personal integrity.
- Willingness and ability to travel independently in the UK and beyond, and to work outside of regular office hours.



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 £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 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.

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 February 2025**, with interviews likely to be held w/c **24th February 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.