



# 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





# REGIONAL FUNDRAISING OFFICER — CENTRAL REGION

12-month Fixed Term Contract

# JOB DESCRIPTION

## Main Purpose of the Role

The Community Fundraising team at Alzheimer's Research UK (ARUK) is responsible for securing income from individuals, regional businesses and groups fundraising in the community, effectively managing relationships to maximise income.

The Regional Fundraising Officer role will play a significant part in contributing to a high-performing fundraising team. The role will cover the Central region (Bedfordshire, Buckinghamshire, Hertfordshire, Gloucestershire, Oxfordshire and Berkshire).

You will report to the Community Fundraising Manager and support the Head of Regional Fundraising to drive the continued growth of the charity's community fundraising income in your area. You will also be required to show excellent relationship-building skills to support community partnerships and volunteer groups, driving towards agreed targets.

This is a 12-month period to cover a secondment period.

## Key Responsibilities

### Strategy, finance, and reporting

- Responsibility for 3 income streams within the region including corporate, community groups and Do It Yourself (DIY) fundraising.
- Identify and apply for 'Charity of the Year' partnerships with corporates in the region, account manage these relationships up to a value of £50,000 per annum and support the Partnership Development Team with partnerships in your region with a value of up to £100,000.
- Support existing volunteer fundraisers to encourage continued loyalty to the charity and to maximise funds raised, following fundraising legislation and good practice.
- Recruit new fundraising supporters in line with strategy.
- Support the Community Fundraising Manager (CFM) and Head of Regional Fundraising (HORF) in developing the Community Fundraising strategy for ARUK to increase income within this stream.
- Support and extend volunteer networks within the geographical area in line with strategy.
- To ensure that fundraising activity is implemented and managed locally to deliver budgets, targets and income in line with strategy. To achieve this by supporting and facilitating the development of groups and volunteers across the geographical area.
- Work across a diverse geographical area and within a geographically dispersed team, whilst managing own workload cost-effectively and proactively.

### Supporter Management

- Provide excellent customer service to community fundraising supporters (including maintaining a polite, enthusiastic manner with prompt responses to enquiries), to acknowledge support and increase long-term loyalty.
- Provide high-quality account management to volunteer groups in geographical area.
- Effective management of volunteer relationships within geographical area.
- Support, motivate and develop local fundraising volunteers, ensuring they have a clear understanding of ARUK to enable them to represent the charity's work effectively.
- In liaison with the Partnership Development Managers and Partnership Development Officers, provide high-quality account management to corporate supporters within the specified geographical area and/or of relevant value.

- Keep up to date with fundraising legislation and codes of practice to be able to provide relevant advice to fundraisers.
- Ensure volunteers and fundraisers have all necessary materials for fundraising initiatives.

### **Increasing Community Support within geographical area**

- Use own initiative to extend volunteer networks, develop new groups and supporters, and respond to fundraising opportunities within the geographical area, in line with strategy.
- Run volunteer events with both a recruitment and cultivation function, liaising closely with the Stewardship and Events team to ensure a seamless supporter journey, and with the Press team to include media volunteers.
- Manage the recruitment process of new ARUK volunteers in the geographical area, providing relevant support and training.
- Liaise with local community organisations (e.g., golf clubs, educational institutions etc.) – both previous and new potential supporters – to extend income and activity in line with the strategy.
- Initiate and roll out community fundraising events in the geographical area with evidence of effective ROI and achievement of strategic goals.
- Provide face-to-face talks and presentations to community organisations for recruitment/cultivation purposes.
- Arrange appropriate volunteer representation at events in the community (for example, for cheque collections and talks), spreading the charity's reach cost-effectively.
- Identify, research and target prospective community organisations, in liaison with CFM.
- Identify, research and target prospective local corporates in liaison with CFM / HORF and ARUK's Partnership Development Managers and Partnership Development Officers, in line with both community and corporate strategies.
- Accurately track and record contact with both community and corporate prospects for planning and reporting purposes.

### **Monitoring and Reporting**

- Ensure that your activity is monitored and evaluated, clearly communicating progress to your Community Fundraising Manager.
- Manage relevant information on the charity's database, keeping detailed, up-to-date records of activity and income.

### **Other Duties**

- Contribute to the charity's social media channels and web content, in liaison with the Communications Team.
- Develop effective community fundraising products with a recruitment and cultivation function, in liaison with the Community Fundraising Manager and ARUK's Stewardship and Events team.
- Work closely with the Press team to maximise potential publicity and acknowledgement for fundraising supporters and their events.
- Keep up to date with dementia news and research developments to communicate to supporters.
- Stay abreast of competitor activity, particularly in your designated area, to inform strategy.
- Effectively communicate ARUK's legacy messages to the community and corporate supporters, delivering these messages face-to-face, via telephone and in writing, where relevant.
- Work with other Regional Fundraising Officers offering expertise in one income stream deliverable to the whole Regional Team. Hold a high standard of internal communications to successfully promote regional and local work as a remote-based worker.

**Additional Responsibilities:**

- Champion the principles of equity, diversity and inclusion in all aspects of the role.
- Continuously develop professional knowledge and skills by on-the-job learning, and 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 in partnership fundraising and/or relationship-building.
- Experience in public speaking, such as giving presentations and talking at events.
- Knowledge of recruiting key volunteers and fundraising supporters.
- Experience and a keen interest in building long-term relationships with supporters.
- Proven ability to provide excellent stewardship.
- An ability to manage a busy and varied workload.

### Desirable:

- Knowledge of dementia, science background, or experience with a medical charity advantageous.
- Knowledge of the regional fundraising sector, trends and initiatives.
- Proven track record of meeting or exceeding financial and non-financial targets.
- Experience in budgeting and planning.
- Knowledge of IOF Codes of Fundraising Practice and legal framework of event management and fundraising ethics.

## Skills and Personal Attributes:

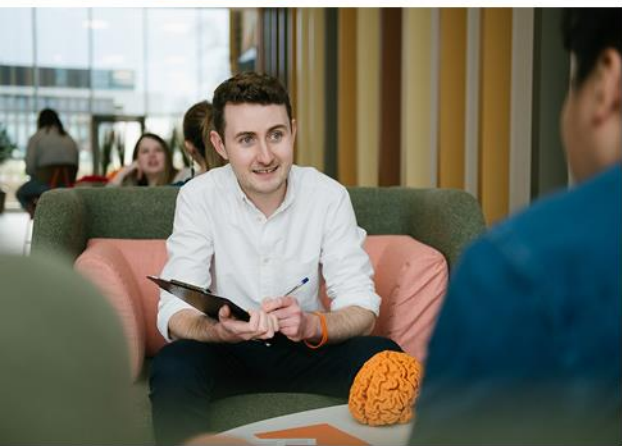
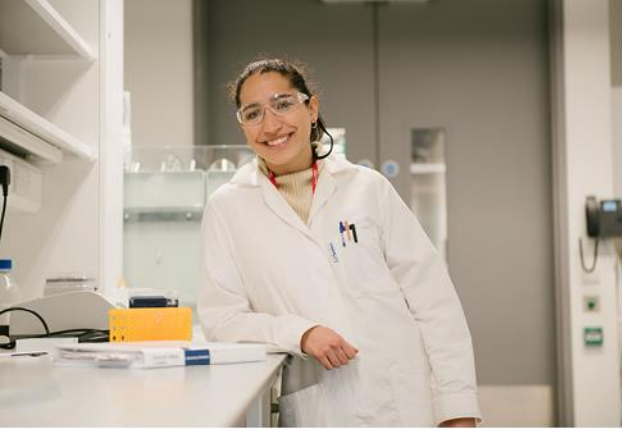
### Essential:

- Excellent communication skills, both verbal and written.
- Excellent organisational skills.
- Full driver's license with access to own vehicle.
- Flexibility to work some unsocial hours and willingness to travel independently.
- Live within the Central region.

### Desirable:

- Effective account management skills.





# 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:** 12-month Fixed Term Contract, or on return of the substantive postholder

**Salary:** Circa £31,000 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 **xxx**, with interviews likely to be held on **xxx**. 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.