



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



SENIOR COMMUNICATIONS MANAGER - POLICY AND CAMPAIGNS

JOB DESCRIPTION

Main Purpose of the Role

Alzheimer's Research UK is a leading voice on dementia and research, and this postholder will develop powerful thought leadership content that will build our brand profile, achieve our influencing priorities and ensure ongoing engagement with our audiences. They will lead a team covering policy communications, communication campaigns and strategic projects such as our Dementia Attitudes Monitor.

The Senior Communications Manager (Policy and Campaigns) will be responsible for Alzheimer's Research UK's (ARUK's) communications and media activity relating to key organisational communications campaigns like Think Brain Health and policy change. The role supports two fast-paced and multi-disciplinary teams that act as a key mouthpiece for the charity, its behaviour change campaigns strategic projects and policy work. The Senior Manager will ensure quality, accuracy and consistency in our messaging and develop multi-channel content to engage and inspire the public and other stakeholder audiences with our work. The Senior Manager and their teams also use their expertise to support our Fundraising, Marketing and Policy Departments in achieving their ambitions.

The Senior Manager will act as a point of contact for communications and media sign-off across the organisation, providing strategic communications advice and coordinating activity across the teams they support. They will work closely with the Head of Communications and Executive Director of Policy, Communications, and Involvement, Head of Policy and Public Affairs, and Heads of Brand & Digital to ensure ongoing cross-working across the wider Policy, Communications and Involvement directorate and wider organisation. It is a creative, challenging and rewarding role, providing policy and organisational knowledge and communications insight to shape much of the charity's high profile public-facing activity.

This role requires a hard-working leader and team player, with an eye for detail, sound editorial judgement, relationship building, a flair for communicating complex policy issues, and an understanding of the charity's key audiences. With excellent verbal and written communication skills, and an appreciation of the changing media environment – including digital news media - the person in post is highly experienced in overseeing media and communications activities.

Key Responsibilities

- Leadership of the Policy Communications and Campaigns and Projects teams, line managing two Managers and a team of around 5 people.
- Delivery of operational plan and the day-to-day budgeting, ensuring that the team operates cost effectively in meeting its objectives.
- Overseeing ARUK media and communications activities including planning ARUK-led PR launches and campaigns, developing creative multi-channel content to showcase ARUK's work, developing and optimising messages according to audience and task, and creating high impact opportunities to reach the public, decision makers and donors.
- Developing a full understanding of the news agenda around the issue of dementia and devising strategies to influence and lead this agenda and its conversations.
- Responsible for news desk and managing on call media cover, with matrix management of colleagues
- Responsible for updating PR key messages and media training of key spokespeople.
- Responsible for collating and analysing PR metrics to inform future approaches.

- Working with all managers, in particular the Senior Strategic Comms Manager, the Senior Science Comms Manager, across the wider Communications Dept to ensure coordination of activity, ongoing Department culture and development of new working practices.
- Representation of ARUK through media work up to national level.
- Representation of ARUK at project boards, working groups and chairing meetings, as appropriate.

Policy Communications

- Work with the Policy Comms Manager to design influential communication strategies and build thought leadership campaigns that build public support for ARUK's key influencing priorities.
- Work with the Head of Policy and Public Affairs to develop a strategic approach to engaging decision makers, and ensuring an influential programme of proactive comms activity that positions ARUK in the media on key policy issues.
- Horizon scanning and monitoring of the latest policy and political developments relating to ARUK and its work, and identifying processes to commission content and pitches that drive proactive PR.

Campaigns and Projects

- Working with the Communications Manager (Campaigns and Projects) to lead the development of the Think Brain Health check in tool; through optimising existing marketing and communications opportunities to maximise engagement and build public awareness of Brain Health
- Responsible for stakeholder management across internal colleagues, and funder engagement around key external partnerships (e.g. John West, Tiltify).
- Responsible for optimising ARUK's biannual Dementia Attitudes Monitor, and identifying communications campaigns and opportunities to influence public attitudes towards dementia

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 leading, developing and line managing a team
- Experience working in a campaigns, policy or behaviour change communications role in a national organisation
- Strong experience in communications – including planning and developing compelling content and reaching audiences with creative communications and campaigns
- A track record of developing and implementing effective communications campaigns and extensive project management experience
- Understanding of communications planning and strategy
- Creative flair, strong editorial sense (esp for digital content) with an eye for detail, compelling copy and engaging ideas – able to spot opportunities and develop them for the benefit of ARUK and its beneficiaries
- In-tune with scientific progress, politics and the policy agenda, as well as an understanding of consumer preferences and creative communications

Desirable:

- Experience of working in a charity/non-profit environment.
- Budget management experience

Skills and Personal Attributes:

Essential:

- Excellent journalistic skills and an understanding of how to influence and use the media. You will understand the motivations of journalists, and have significant experience of building excellent relationships with journalists and landing coverage on specific issues for an organisation
- Strong team player with positive leadership skills and an ability to inspire and drive the performance of a diverse team with both short and long term strategic vision.
- Excellent organisation and prioritisation skills with the ability to manage a large number of tasks to multiple deadlines and to oversee a large and multi-skilled team responsible for a range of outputs.
- Exceptional people skills and the ability to communicate to a variety of stakeholders, including senior staff and volunteers, the media at all levels, government, industry and families affected by dementia.
- A confident and friendly manner; would feel at ease representing the charity to a range of audiences to the highest level at conferences and in the media.
- Strong accountability, negotiation and decision-making skills and clearly communicating the reasons for these decisions with colleagues.
- Excellent listening skills, receptive to feedback and demonstrates flexibility, curiosity and an ability to learn.

PERSON SPECIFICATION *continued*

- Strong team player who can work both independently and collaboratively with intelligence, drive and initiative to identify new opportunities and areas of strategic growth.
- An eye for detail, able to write compelling accurate content for a variety of policy outputs
- Ability to spot opportunities and develop them for the benefit of ARUK and its beneficiaries.
- Ability to explain complex information to all stakeholders
- Demonstrates and encourages ownership and responsibility; builds drive and motivation in others – has a ‘can-do’ attitude and is committed to delivering results, and strives for continuous improvement
- Strong ethical standards and a high level of personal integrity.
- Willingness and ability to travel independently in the UK and beyond, to work outside of regular office hours



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 £53,000 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

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 **20th October 2024**, with interviews likely to be held w/c **4th November 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.