



# 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 DIGITAL CHANNEL MANAGER**

# JOB DESCRIPTION

## Main Purpose of the Role

The Senior Digital Channel Manager will be a key digital leader, championing and driving the charity's fundraising, engagement, and brand awareness through effective digital marketing and email strategies. They will play a pivotal role in ensuring ARUK's online presence is cohesive, data-driven, and audience-centric, maximising supporter engagement and conversions.

## Key Responsibilities

### Strategic Leadership:

- **Digital Marketing Strategy:** Develop and implement a comprehensive holistic digital marketing strategy that aligns with ARUK's overarching goals. Ensure digital marketing adheres to best practices in planning, execution, and reporting.
- **Email Marketing Strategy:** Create and execute a compelling email marketing strategy to cultivate supporter relationships, drive donations, and increase awareness.
- **Cross-Channel Integration:** Oversee the integration of digital marketing and email channels and accountability for the digital campaigns & email calendar, collaborating closely with Social Media Manager and Digital Content Manager to ensure a cohesive online presence. Lead on digital campaign planning, and accountable for the digital campaigns calendar.
- **Audience Segmentation:** Work with the Insight Team to define and segment target audiences, developing tailored strategies for each group to maximise engagement and conversions.
- **Data-Informed Decision Making:** Champion a data-driven approach, utilising analytics and insights to inform strategy, optimise campaigns, and measure success.

### Tactical Execution:

- **Campaign Management:** Plan and analyse digital marketing campaigns across various channels and in collaboration with our chosen media agency where appropriate, including paid online advertising, social marketing, and email.
- **Budget Management:** Manage and steward digital marketing budgets effectively, advocating for investment in promising opportunities and allocating resources strategically to achieve the highest return on investment.
- **Accountable for influencing digital budget allocations to be invested in a holistic way across key channels, such as paid search to maximise income, action and influence.**
- **Team Leadership:** Lead and mentor the Digital Campaigns Manager & Email Channel Manager, fostering a culture of collaboration, innovation, and continuous improvement.
- **Content Collaboration:** Work closely with the Digital Content Manager to develop engaging content that supports digital marketing objectives and resonates with target audiences.
- **Performance Optimisation:** Continuously monitor and analyse campaign performance, collaborating with Analytics Officers to identify opportunities for optimisation and test new strategies.
- **Support the Digital Content Manager and Head of Digital on monitoring and analysing on-site performance, and feed into plans to improve the onward supporter and customer journey.**

**Other Duties:**

- **Stakeholder Management:** Communicate effectively with internal and external stakeholders, providing regular updates on digital marketing and email performance and progress.
- **Agency Management:** Ensure media agencies and relevant platform suppliers provide optimal digital marketing support when campaigns are outsourced.
- **Trend Monitoring:** Stay current on the latest trends, technologies, and best practices in digital marketing and email communication.
- **Innovation:** Explore and test new digital channels and technologies to expand ARUK's reach and engagement.
- **Internal Communications:** Ensure effective communication of the work and priorities of the digital campaigns and email functions across the organisation. Integrate performance updates with web and social updates whenever possible.

**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:

- Relevant experience in a senior digital marketing role, with a proven track record of developing and implementing successful digital strategies.
- Experience in managing and mentoring a team.
- Strong understanding of various digital marketing channels, including paid advertising, social media, email marketing, and SEO.
- Expertise in data analysis and reporting, with the ability to derive actionable insights from campaign data.

### Desirable:

- Experience working in the charity or non-profit sector.
- Knowledge of CRM systems and email marketing platforms.
- Familiarity with Google Analytics and other digital marketing analytics & tracking tools such as Google Tag Manager.
- Hands-on experience using digital marketing ad platforms such as Google Ads and Meta Ads platforms.

## Skills and Personal Attributes:

### Essential:

- Excellent communication and stakeholder management skills.
- Strategic thinker with the ability to translate organisational goals into effective digital marketing strategies.
- Strong leadership and team management skills.
- Excellent analytical and problem-solving skills.
- Proactive and results-oriented.
- Passionate about using digital marketing to make a positive impact.

### Desirable:

- Passion for the Cause. A genuine interest in Alzheimer's research and a commitment to ARUK's mission, which can enhance motivation and engagement.



## 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 £54,000 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 **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.