



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 Marketing & Engagement Manager

12-Month Fixed Term Contract

JOB DESCRIPTION

Main Purpose of the Role

The Supporter-led Fundraising (SLF) team at Alzheimer's Research UK (ARUK) is responsible for securing income from individuals, groups, and regional corporate partners across the UK. SLF bring in a significant number of new supporters and income to the charity through mass participation events, fundraising products, and self-fundraising events. The team manage these supporters to give them the best possible experience with ARUK, and to help them fundraise for a cure.

As the Senior Marketing & Engagement Manager in a one-year FTC role, you will lead the Marketing & Engagement team. You will manage the Marketing & Engagement Manager and support the work of the Community Fundraising and Sporting Events teams in order to deliver our strategy and meet our annual income target.

You will: support the development and progression of the Marketing & Engagement Manager and two Marketing Campaigns Officers, oversee the strategy for SLF-wide marketing campaigns, manage marketing budgets and own the relationships with external media and creative agencies, support with sign off for all SLF marketing content, own stakeholder management with Heads and Managers across ARUK, and oversee a new engagement strategy to review and implement a new stewardship plan across SLF supporters.

You will work closely with key stakeholders across the organisation to ensure SLF processes and procedures are fit for purpose, and that our marketing activity is first-class and keeps up with industry competition.

This is a 12-month Fixed Term Contract, or on the return of the substantive post holder, to cover a period of maternity leave.

Key Responsibilities

- Shape the strategic direction for marketing and supporter engagement for the SLF function within the charity.
- Innovation – be responsive to the ever-changing digital landscape and react to trends and opportunities.
- Work closely with the Digital and other Marketing teams across ARUK to integrate the newly appointed media agency: ensure best practice, more aligned working, better spending of budgets, and improved performance and results.
- Team leadership and stakeholder management – you will support the team with prioritisation of work and requests based on the wider Fundraising & Marketing priorities to support growth.
- Manage the SLF relationship with external media and creative agencies.
- Creative sign off of all SLF marketing content.
- Working with SLF Heads and Senior Managers to deliver £7m annual income within SLF, defining and making sure SLF priorities are delivered, shaping team culture and developing the growth strategy and ambition

Strategy and planning

- With the support of the Director of Supporter-led Fundraising, lead the development of the overall SLF marketing strategy to deliver exceptional supporter relationships, partnerships, and fundraising products to achieve further transformational growth.
- Be the digital marketing expert among SLF products and events teams, leading the Marketing & Engagement team to support on the delivery of their income objectives.
- Lead the development of the Marketing & Engagement team's annual operational planning and five-year strategy, driving greater focus on scaling up the volume and value of supporters whilst maintaining great engagement and supporter experience.

Product marketing and management

- Lead the Marketing & Engagement team to support with the strategic planning and delivery of new and existing fundraising products/events to maximise income and attract new audiences.
- Ensure the creative and brand integration of products across SLF to drive maximum value and awareness.
- Support the development and delivery of all products on time, on budget, and on brand across a variety of media.
- Routine end of campaign reviews and analysis, with proactive adaptation of plans to optimise results.
- With the Marketing & Engagement Manager, be the SLF points of sign off for all marketing materials, responsible for proofreading and approving all marketing literature and brand materials for the department.
- Lead the team to deliver exceptional marketing creative and copy in-house, with support from the Design and Brand teams.

Supporter engagement

- Write inspiring marketing copy and compelling communications supporting SLF activities to drive action.
- Lead the team to deliver and implement a new supporter engagement strategy, improving stewardship and engagement journeys across all SLF supporters.
- Work with teams across ARUK to develop and implement improved SLF CRM/supporter segmentation, supporter journeys, and lifetime value understanding.
- Working with the Insight team and SLF Heads, improve SLF audience insights, interpretation, and application.

People management

- Management and development of the Marketing & Engagement Manager and support their growth as the manager of two Marketing Campaigns Officers.
- Continue to develop the vision, purpose, and strategy for the Marketing & Engagement team.
- Agency relationship management across a variety of partners and suppliers, including our media and creative agencies.
- Work with the Head of Communications, Head of Brand and Head of Digital to ensure all communications and activities are aligned across the charity.

- Work together with Heads and Senior Managers across the organisation, integrate the new media agency to drive better planning and collaboration, aligning strategically for our next phase of growth.

Budget management and reporting

- Annual budgeting of fundraising product/marketing expenditure and regular reforecasting and reporting.
- Annual operational planning and five-year forecasting, including quarterly Fundraising & Marketing directorate check-ins.
- Work closely with key teams across ARUK to ensure engagement, acquisition, and remittance is monitored and evaluated (including trend analysis and KPI tracking).

Other duties

- Keep ahead of trends, consumer media buying preferences and channels. Maintain an active awareness of sector best practice.
- Ensure all activities comply with ARUK brand guidelines.
- Ensure GDPR compliance across all SLF teams.
- Ensure compliance, including understanding and application of the ARUK Vulnerable Persons Policy, compliance with the FR Codes of Fundraising Practice, compliance with Gambling Commission, HMRC, DMA and ICO guidance and legislation.
- Undertake any other relevant duties and projects delegated by the Director of Supporter-led Fundraising in line with the responsibilities of the post.

PERSON SPECIFICATION

Knowledge and Experience:

Essential:

- Creating and delivering multi-channel marketing acquisition strategies.
- Delivering budgets, annual operational planning, and five-year strategy.
- Copywriting, copyediting and proofreading.
- Line management and team development.
- Digital marketing expertise and growth ambition.
- Managing external media and creative agencies.
- Excellent GDPR knowledge and practice.
- Experience of working as part of a leadership team.

Desirable:

- Knowledge of the charity sector and understanding of dementia.
- Google Analytics, PowerBI and other reporting tools.
- CRM experience.

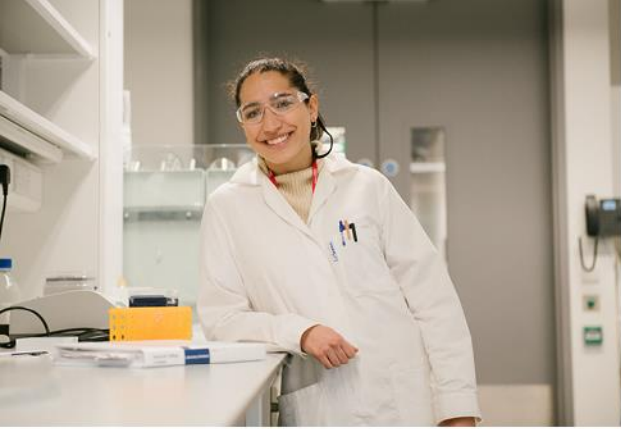
Skills and Personal Attributes:

Essential:

- Excellent attention to detail to deliver high quality output.
- Stakeholder management skills (internal and with external agencies).
- Reactivity and agility to change activity or re-allocate budget based on performance.

Desirable:

- New product development, innovation and project management experience.



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

Salary: Circa £52,000 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 as part of the selection process. Should you need any adjustments at either the application or interview stage, then please do 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 **21st July 2024**, with interviews likely to be held w/c **29th July 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.