



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



SPORTING EVENTS MANAGER

JOB DESCRIPTION

Main Purpose of the Role

Sitting within the Supporter Led Fundraising (SLF) department, the Sporting Events Team at Alzheimer's Research UK (ARUK) is responsible for securing over £3.5m income from individuals and groups fundraising through mass participation events including The London Marathon, International Marathons, The Great North Run, Threshold Events and more!

As one of two Sporting Event Managers, you will join a busy and successful team of 10 responsible for the delivery and optimisation of our events portfolio. We are looking for an exceptional individual, who will lead on the planning, project management and delivery of ARUK's flagship third-party events, including London Landmarks, Own Place in Event Fundraising and challenge events.

This is a line management role, currently responsible for 4 direct reports and the strategic oversight of the events they manage. You will work closely with the other Sporting Event Manager to ensure consistency with supporter stewardship, manage budgets and support in financial planning, review team capacity and identify and manage priorities throughout the event calendar year, ensuring efficiency and a first-class supporter experience, with an overall goal of maximising income for dementia research.

You will be an integral part of the SLF Managers Team, helping drive our ambitious organisation growth and ultimately helping us find a cure. The role is managed by the Head of Sporting Events & Volunteering (HoSV).

Key Responsibilities

Line Management

- Line management of the high performing 2x Sporting Events Officers and 2x Sporting Events Executives; inspiring and driving their success to ensure they remain highly motivated in their roles, achieve their targets and play a key part in the performance of the wider Sporting Events Team, and Alzheimer's Research UK.
- Monitor, review, and empower direct reports to ensure effective communication across the wider team and with key stakeholders e.g. volunteering, RFO's and wider SLF.
- Support your direct line reports in their development, helping them to spot opportunities for growth.

Monitoring and Reporting

- Manage the Sporting team's income and expenditure budget, including monthly reporting, and supporting HoSV with monthly reforecasts, and annual budget and operational plan setting.
- Review participation and income against event targets to track impact, ROI and cost income ratio and report back to HoSV regularly.
- Ensure the fundraising CRM (salesforce) is being used effectively to facilitate accurate supporter stewardship and financial reporting.
- Use data insights and trends to support the HoSV in budgeting, forecasting and event portfolio reviews.
- Continue to review and be willing to change Sporting Event Team processes and contribute to wider organisational process changes where necessary.
- Support the embedding of our CRM system: Salesforce, including writing processes and ensuring CRM best practice across the team.

Relationship Management

- Build and maintain excellent working relationships with our third-party event providers and identify new opportunities and ensure all avenues are being optimised for ARUK.
- Identify and steward alongside the Regional Fundraising Officers' high-value supporters to ensure we are spotting opportunities beyond their current event.
- Work collaboratively within SLF, to ensure all fundraising opportunities are shared and communicated and resources are available.
- Work closely with the Marketing & Engagement Team to brief in marketing requirements, share trends, learnings, and results to optimise future activities.
- Work closely with managers from SLF Departments and work together as a management team to support on the strategic direction of ARUK, as well as deliver any tactical projects.
- Support and consult with any cross functional teams to deliver our third-party events portfolio.

Strategy & Operational Planning

- Work in consultation with the HoSV to develop the sporting events strategy and annual tactical plan for ARUK to continue to build income in this area.
- Work with HoSV to further develop our events strategy for 2026 onwards.
- Stay abreast of sector sporting events activity to ensure effective positioning and marketing of events.

Stewardship and Supporter experience:

- Plan and deliver an excellent communications journey for sporting event participants including exploring new technologies and how we can talk to our supporters in the way most effective and relevant to them- whether that be email, phone, face to face or SMS. Whilst also ensuring it aligns with wider stewardship goals with the charity and future cross-sell asks.
- Attend third-party events and oversee appropriate staff and volunteer representation to give the maximum brand presence and give the supporters the best possible event day experience e.g. Cambridge Half, London Marathon, London Landmarks, Great North Run and any other events where we need staff.
- Work with the wider SLF team to share best practise, 'surprise and delight' success and re-engagement activity to help drive long-term loyalty.
- Work with Regional Fundraising Officers, Philanthropy and Corporate Partnerships teams to pass over warm and relevant supporters at the best points in their individual stewardship journeys.
- Work alongside Data and Insights Teams to understand the potential lifetime value of our sporting events participants and ensure opportunities are developed for supporters to hold a long-term fundraising relationship with ARUK.

Other duties:

- Keep up to date with dementia news and research developments to communicate to supporters.
- Stay abreast of competitor activity, particularly in designated areas of third-party events.
- Active involvement in the sector to ensure best practice. Provide market research and competitive analysis on industry trends and partner organisations.

- Ensuring compliance, including understanding and application of the ARUK Vulnerable Persons Policy, compliance with the Fundraising Regulator codes of Fundraising Practice, compliance with the Gambling Commission, HMRC and GDPR guidance and legislation.

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 delegated by the HoSV in line with the responsibilities of the role.

PERSON SPECIFICATION

Knowledge and Experience:

Essential:

- Experience of delivering mass participation fundraising, in particular managing high-profile/ large third-party event partnerships
- Great knowledge and passion for building excellent supporter relationships and ensuring supporters feel valued and thanked appropriately.
- Good practice and understanding of GDPR and compliance.
- Supporter/stakeholder management experience.
- Project management experience.
- Proven track record of meeting or exceeding financial and non-financial targets.
- Line Management experience.

Desirable:

- Knowledge of dementia or experience with a medical charity is advantageous.

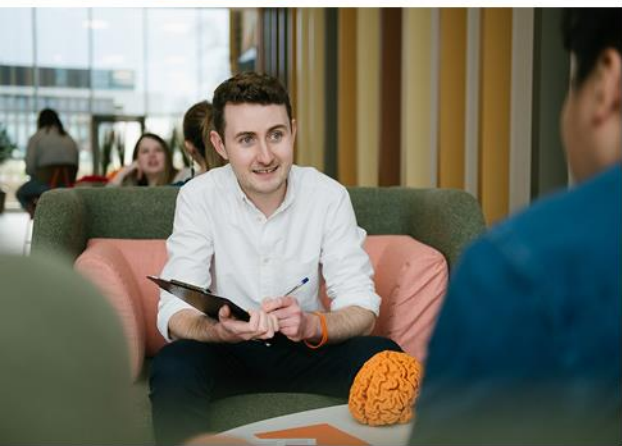
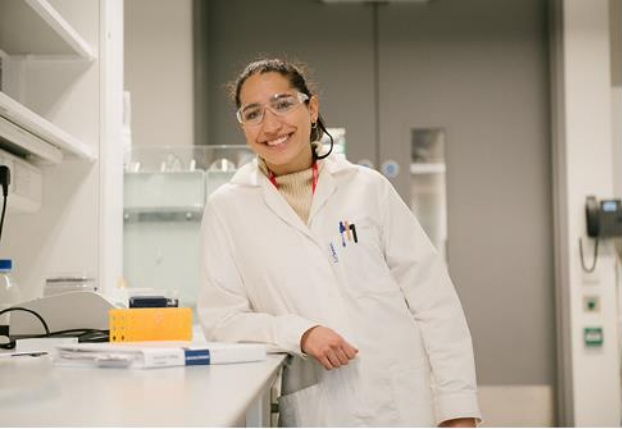
Skills and Personal Attributes:

Essential:

- Excellent CRM/database management skills.
- Excellent communication skills, both verbal and written.
- An ability to manage a busy and varied workload.
- First-class organisational skills.
- Excellent attention to detail.
- Skilled at building excellent relationships with internal and external stakeholders.
- A positive and contagious enthusiasm to inspire others.
- An approachable team player who is always seeking opportunities for collaboration.
- An interest in data analysis and financial aptitude.
- Flexibility to work unsociable hours and willingness to travel.

Desirable:

- Effective account and people management skills.
- Creating engaging and exciting content to engage with supporters.



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 £43,000 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 **xxx**, with interviews being arranged once shortlisting has been completed. 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.