



# 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



# WEB CONTENT WRITER

# JOB DESCRIPTION

## Main Purpose of the Role

The Web Content Writer will play a vital role in creating and managing compelling and informative content for ARUK's website. They will ensure the website remains up-to-date, engaging, and accessible to all users, while also contributing to ARUK's broader digital strategy and brand storytelling efforts.

## Key Responsibilities

### Content Creation & Management:

- Collaborate with teams to ensure web content is up to date and ensure stakeholders are effectively utilising our project management platform to request changes.
- Content Development: Research, write, edit, and publish engaging and informative content for ARUK's website, including news articles, blog posts, fundraising appeals, research updates, and educational resources.
- Website Maintenance: Regularly review and update existing website content to ensure accuracy, relevance, and adherence to brand guidelines.
- SEO Optimisation: Optimise web content for search engines (SEO) to improve visibility, drive organic traffic, and reach wider audiences.
- Accessibility: Ensure web content adheres to accessibility standards, making it usable for people with disabilities.

### Collaboration & Strategy:

- Cross-Functional Collaboration: Work closely with the digital content manager, digital campaigns manager, social media manager, commissioning teams, and other stakeholders to ensure content aligns with the overall digital strategy and campaign objectives.
- User-Centric Approach: Understand the needs and preferences of ARUK's target audiences (supporters, researchers, people affected directly or indirectly by Alzheimer's, healthcare professionals) and tailor content accordingly.
- Content Calendar: Develop and maintain a content calendar to plan and schedule content publication, ensuring a consistent flow of fresh and relevant content.

### Other Duties:

- Content Performance Analysis: Work with the Analytics Officers to track and analyse content performance metrics (page views, time on page, bounce rate, conversions) to identify trends, measure impact, and inform future content strategies.
- Multimedia Content: Curate multimedia content (images, videos, infographics) to enhance the visual appeal and engagement of web content.
- User Feedback: Gather and analyse user feedback on web content to identify areas for improvement, optimise the user experience, and feed into audience development work led by the Insight Team.

### 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:

- Proven experience in writing and editing web content, with a strong portfolio of published work
- Strong understanding of SEO principles and best practices
- Familiarity with web accessibility standards
- Ability to work independently and as part of a team
- Understanding of web design principles such as consistency, usability, whitespace, responsive design & visual hierarchy

### Desirable:

- Experience working in the charity or non-profit sector
- Knowledge of content management systems (CMS)
- Experience in creating or curating multimedia content
- Understanding of user experience (UX) principles
- Understanding of WordPress or similar CMS using a WYSIWYG editor and foundational knowledge of HTML/CSS
- Comfortable working with web forms and their data and logic

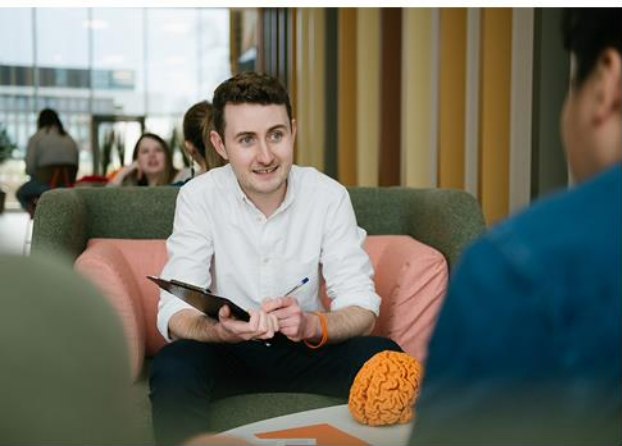
## Skills and Personal Attributes:

### Essential:

- Excellent written and verbal communication skills
- Creative and engaging writing style
- Strong attention to detail and accuracy
- Ability to meet deadlines and manage multiple projects simultaneously
- Passion for creating content that makes a difference
- Empathy and understanding of the needs of people affected by Alzheimer's disease

### 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 £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 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.