



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

Hilary Evans
Chief Executive



WEBSITE ANALYTICS OFFICER

JOB DESCRIPTION

Main Purpose of the Role

The Website Analytics Officer will be responsible for setting up, reporting and analysing key performance indicators for digital activities and providing actionable insights and intervention plans to improve return on investment.

Focused on tracking and reporting on key website and user metrics, the role will play a crucial part in the optimisation of Alzheimer's Research UK's (ARUK) website and digital channels.

This role will work closely with the Digital Content Manager and Digital Campaigns team, providing detailed analytics, reporting and recommendations to improve website and campaign design. Working closely with ARUK's data team, this role provides a link between our campaign and website data with our CRM and data warehouse.

Key Responsibilities

- Use various programmes, such as Google Analytics to monitor and report on website user and performance data.
- Provide recommendations to the Web team on website and user journey improvements based on data insights, taking into account ARUK's different supporter types.
- Support the Digital Campaigns team by analysing the digital effectiveness and conversion results of campaigns.
- Support the Digital Campaigns team by providing timely detailed reports for digital campaigns and assist with communicating results to other ARUK teams.
- Support on setting up events, goals, and managing Google Tag Manager to ensure KPIs are captured on the website.
- Build and maintain reporting dashboards in Google Analytics and Looker Studio.
- Provide recommendations on future campaigns based on historic data insights.
- Provide ad-hoc support to the Digital Content Manager and Web Development Officer as required.
- Work closely with our partner Web Agency and third party digital marketing agencies and supporting with the tracking across our social media platforms.
- Provide recommendations on suitable A/B tests.
- Work closely with ARUK's Data team, ensuring alignment between our digital and data systems.

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 collecting digital data for a medium sized organisation.
- Experience in providing actionable data insights to a digital team.
- Detailed knowledge of Google Analytics and Google Tag Manager.
- Experience of using website user monitoring tools such as HotJar.
- High level of competence across social media platforms and setting up tracking for marketing campaigns
- Experience of reviewing and trouble-shooting of anomalies in data sets
- Organisation – managing multiple complex projects simultaneously.
- An understanding Search Engine Optimisation best practise.

Desirable:

- Experience working within a fundraising environment.
- HTML coding.
- Knowledge of mail and CRM systems such as MailChimp, Dotmailer and Raiser's Edge.
- Google Analytics and reporting.
- Knowledge of modern Search Engine Optimisation approaches and methods.
- Experience of A/B testing.
- High level of competence of CMS and workflow.

PERSON SPECIFICATION, *continued*

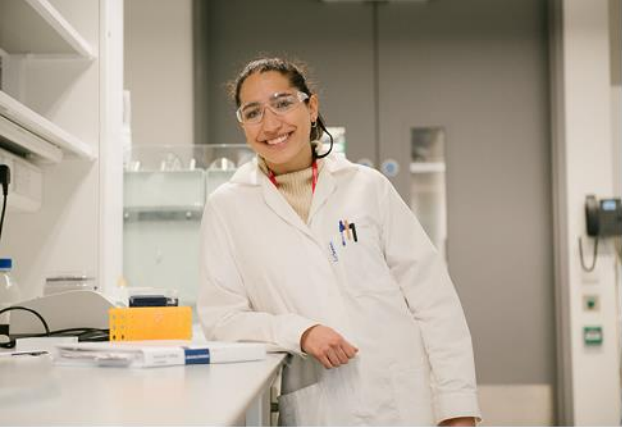
Skills and Personal Attributes:

Essential:

- An analytical and questioning mind.
- Strong Data Studio skills, with the ability to set up data sources and dashboards.
- Strong MS Excel Skills.
- An enthusiasm for demonstrating the potential of digital and web development.
- Strong ability to present complex data concisely and communicate recommendations.
- Ideas-driven, can-do attitude.
- Understanding and passion for data integrity, accuracy and compliance

Desirable:

- Desire to discover new technologies and how AI platforms can inspire and improve efficiency.



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 £30,000 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.

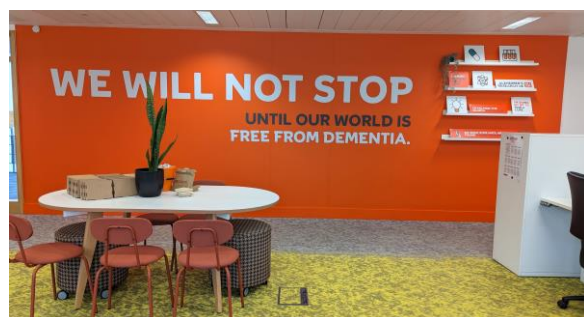
Roles that are classed as part of the Agile ways of working are not able to claim any costs for Mileage/Travel on Public Transport, Accommodation and/or Meals. This includes when attending the office for various meetings/events.

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 **14th April 2024**, with interviews likely to be held **w/c 22nd April 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.