

# HEAD OF SOCIAL MEDIA

Together we are help and hope for everyone living with dementia



# Who we are

## Dementia is the biggest health and social challenge of our time.

There are currently estimated to be 900,000 people in the UK with dementia. Many are undiagnosed and facing the realities of their condition alone.

At Alzheimer's Society we're working towards a world where dementia no longer devastates lives. We do this by giving help to those living with dementia today and providing hope for the future.

We're here for everyone living with dementia.

As a Society, we are made up of people with dementia, carers, trusted experts, campaigners, researchers and clinicians. We are the UK's largest collective force of people with unparalleled knowledge and over 40 years of experience addressing the biggest challenges facing people living with dementia.

## Together we are help and hope for everyone living with dementia.

# Our values

Our values tell everyone who we are as an organisation. Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us what we all stand for. Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are Determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



### Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with



### Trusted expert

We're listening, we're learning and we use experience and evidence.



### Better together

We're open, we combine our strengths and we achieve more together.



### Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

# HEAD OF SOCIAL MEDIA

## Position in the Organisation

Reports to the Associate Director of External Relations & Media  
 Leading our Social Media team.  
 Part of our Research & Influencing directorate.

## Purpose of this Role

We are here for anyone affected by dementia to help them navigate some of the hardest and most frightening times of their lives. Dementia is the crisis no one is talking about. Our external communications reflect help (support we provide for people with dementia) and hope (investment in research and innovation that will mean a better future for people with dementia) and our social media channels have a huge role to play in that.

The Head of Social Media is a newly created role. It will lead Alzheimer's Society's integrated social media functions, developing a compelling and inclusive organic social media strategy which positions Alzheimer's Society as the leading dementia charity in the UK.

This role will drive a high-performing team to deliver proactive social media content that resonates with a range of audiences across multiple platforms, from people with dementia/carers, through to decision makers, supporters and the wider public. And we want to ensure that we're quick to react to breaking news and we're watching out for channel-specific trends – creating engaging content that grows our audience and brand awareness.

The role will work closely with senior colleagues right across the Society with the need to influence and collaborate at the highest levels.

We know that Communications isn't as diverse a discipline as it could be. So we're actively encouraging applications from under-represented backgrounds to apply as it's important that our social media activity is inclusive of all the different communities we serve.

About our Social Media team:

- Our channels reach up to 20 million people each month across our 4 main platforms
- We have a team that consists of Managers, Senior Officers and Officers
- The Social Media Team forms part of the wider External Relations & Media Team. This role will report into the Associate Director of External Relations & Media

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A Trusted Expert who believes in working Better Together and demonstrates true Compassion.

## Key Accountabilities and Responsibilities

### Social media strategy

- Take responsibility for leading and developing the social media strategy, ensuring it aligns with broader organizational goals, with a focus on outcomes over outputs.
- Influence senior colleagues across the organization to adopt a strategic approach to social media, collaborating with key teams on content and ensuring an integrated approach to our work where appropriate

- Lead an audit of our existing social media channels, identify and address gaps in reach, and make informed decisions about which activities may need to be discontinued.
- Work with colleagues across the Society to develop the Society's thought leadership, showing us as a leader in dementia research, policy, and third sector issues.

#### Leadership:

- Provide expert direction and leadership for a small but mighty social media team, consisting of Managers, Senior Officers, Officers, supporting their professional growth and career development.
- Support the team in overcoming barriers, while granting them the autonomy to deliver high-quality work.
- Demonstrate our values by serving as a visible leader within the Leadership Team, representing the department at relevant meetings, forums, and external events such as conferences.
- Collaborate effectively as part of the Leadership Team, working with other Heads, Associate Directors, and stakeholders to develop an integrated and strategic external relations function
- Provide education to teams across the organization on social media, utilizing evidence and data.
- Champion its significance in influencing government, driving income generation, strengthening our brand, and sharing information about our services.
- Work closely with Media, Celebrity, Internal Comms and Marketing teams to deliver integrated responses to briefs.
- Build and maintain excellent relationships with senior leaders across the organisation.

#### Equity, Diversity, Inclusion and Belonging:

- Deep understanding and consideration of equity, diversity, inclusion and belonging, designing a strategy that has inclusion woven through its heart. Driving content creation that shows all communities affected by dementia that we're here for them.
- Work with the team to build more inclusion into our social media content, ensuring we're thinking about accessibility and reaching the audiences we serve with content that resonates with them.
- Contribute to building an 'employer brand' by showcasing our corporate work across appropriate channels, showing potential employees they are welcome and they belong here.
- Ensure that our content is authentic and never performative.
- Drive diversity of thought in the team, encouraging new and different ideas.

#### Technical expertise:

- Lead the team to horizon scan and identify emerging platforms, translating what this might mean for how we need to adapt our work.
- Responsibility for defining and monitoring KPIs for campaigns and channels.

## **We are looking for someone who can...**

- Adhere to all the Society's service standards, policies and procedures.

- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

## Person Specification and Selection Criteria

Skills & Knowledge	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Experience developing and delivering social media strategic plans	E	A/I
Experience leading and developing a team	E	A/I
Experience building high level relationships with internal and external stakeholders	D	A/I
Excellent communication skills	E	A/I
Experience managing risk	D	A/I
Experience in social media management, reporting and social listening tools.	E	A/I
An understanding of policy, compliance and legal issues associated with social media.	D	A/I
An experienced people manager, with demonstrable evidence of promoting inclusion within teams.	E	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	E	A/I
Be a self-starter and incredibly motivated.	E	A/I
Excellent organisational and timekeeping skills.	E	A/I
Excellent attention to detail.	E	A/I
Non-judgemental communication	E	A/I

Commitment to and understanding of equal opportunities	E	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	E	A/I

Essential requirements are those, without which, the post holder would not be able to fulfil the responsibilities of the role. Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

This post will be subject to a satisfactory Criminal Records Check, from either the Disclosure and Barring Service (England & Wales), Disclosure Scotland Check (Scotland) or AccessNI (Northern Ireland). If you require further information regarding Criminal Records Check, then please contact: [careers@alzheimers.org.uk](mailto:careers@alzheimers.org.uk)



# Our benefits



## Financial Security

- Group Personal Pensions Plan with Scottish Widows - with up to 8% employer contribution rate
- Life Assurance Scheme - two times your annual salary
- Society Plus and Smart Spending App - giving you unbeatable savings at hundreds of retailers
- Bike Loan Scheme
- Season Ticket Loan Scheme



## Health & Wellbeing

- BUPA Healthcare Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted Gym Membership with Society Plus
- Lived Experience Networks
- Wellbeing Events
- Bike Loan Scheme



## Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Early career researchers
- Financial support towards relevant professional qualifications
- Study leave



## Family & Dependants

- Paid time off work for fertility treatment
- Paid time off work to support those transitioning
- Enhanced family leave – 16 weeks paid leave for all eligible parents
- Paid compassionate time off work and bereavement leave
- Paid time off work for dependants



## Recognition

- Annual people awards evening
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



## Work Life Balance

- Starting at 27 days annual leave plus bank holidays (pro-rata)
- Career breaks
- Flexible working