

Digital campaigns and Optimisation Manager

Job description

Together we are help and hope for everyone living with dementia



Who we are

Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

Together with our supporters, we're working towards a world where dementia no longer devastates lives.

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 of 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 dementia.



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.

Digital campaigns and Optimisation Manager

Position in the organisation

Reports to the Senior Digital campaigns and optimisation Manager.
Member of our Digital campaigns and optimisation team.
Part of our Income and Engagement directorate.

Purpose of this role

At Alzheimer's Society we are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people with dementia and their carers.

As the Digital campaigns and optimisation manager, you will play a key role in developing and executing our digital engagement strategy, ensuring alignment with the organisation's vision and strategic objectives. You will oversee the day-to-day digital support and delivery, ensuring that digital experiences are seamlessly maintained across multiple channels. Working within the Digital campaigns and optimisation team, you will drive the delivery of engaging and accessible digital experiences, collaborating with subject matter experts and cross-functional teams to optimise digital initiatives that drive user engagement, retention, and support, while adhering to governance, accuracy, and organisational standards.

You will contribute to the success of our marketing campaigns by driving digital channels, ensuring that our fundraising and acquisition efforts meet engagement targets and key performance indicators (KPIs). You will focus on continuous optimisation, leveraging insights and user feedback to enhance digital experiences and increase impact. Additionally, you will support the ongoing development of digital strategies to ensure long-term success and contribute to the evolution of our digital platforms, ensuring they remain measurable, accessible, and aligned with our overarching goals. Your role will also include ensuring smooth digital delivery, troubleshooting day-to-day digital issues, and providing effective digital campaign support to the wider organisation.

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

- Support the Senior digital campaigns and optimisation manager in executing the digital delivery and optimisation strategy, ensuring alignment with user-centred design principles, best practices, and data-driven insights.
- Lead the implementation of the digital campaign and engagement plans, aligning initiatives with organisational goals for engagement, acquisition, and support, and setting clear objectives for driving engagement and retention across digital platforms.
- Ensure design consistency across digital platforms, prioritising user-centred design and accessibility, and contribute to developing inclusive design guidelines.
- Work with the Senior Manager to optimise digital channels and content delivery, ensuring seamless integration to enhance user engagement and conversion rates.

- Drive website and platform improvements to deliver intuitive user experiences, optimising user flows to increase donor and supporter engagement.
- Manage the digital optimisation backlog, using data and feedback to implement improvements that enhance platform performance.
- Collaborate with stakeholders to gather insights on business needs and user objectives, contributing to the prioritisation of the digital backlog in line with strategic goals.
- Ensure digital strategies align with broader marketing campaigns and consistent brand messaging across all touchpoints.
- Oversee campaign tracking and insights tools to monitor performance, ensuring data-driven optimisation for future activities.
- Assist the Senior Digital Experience Manager in mentoring the team, fostering a collaborative and high-performance environment.
- Be a key ambassador and driver for digital excellence and innovation in the organisation.

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	Application (A) or Interview (I)
Experience of editing websites using a Content Management System such as Drupal, WordPress, Sitecore or similar.	A/I
Excellent writing and editorial skills with experience of crafting engaging, user-centred content.	A/I

Experience of digital marketing techniques and user journeys	A/I
Knowledge of website optimisation techniques and associated tools.	A/I
Working knowledge of AI in the digital space and AI tooling	A/I
Knowledge of SEO techniques to increase organic search traffic to web content.	A/I
Working knowledge of GDPR and standard data governance practices	A/I
Effective planning and organisational skills; with the ability to concentrate on several areas of work at one time - prioritising, delivering consistently to deadlines and reacting positively to changes and conflicting priorities.	A/I
Understanding of accessibility issues for websites, including the W3C accessibility standards and DDA compliance.	A/I
Experience of running training sessions and writing basic guidance on using digital platforms.	A/I
Experience using analytics and reporting tools including Google Analytics 4 (GA4).	A/I
Experience using image editing tools such as Canva or Photoshop	A/I
An understanding of information architecture and the ability to group content for the most effective user journey.	A/I
The ability to review analytical data (Google Analytics 4), draw conclusions and take action to provide our audience with the best possible online experience.	A/I
Experience of team management and associated responsibilities	A/I

Competencies & personal attributes	Application (A) or interview (I)
Flexible team player with a positive and can-do attitude with a passion for creating digital content.	A/I
Willingness to keep up to date with developments in digital, with a particular focus on web content design.	A/I
Be a self-starter and incredibly motivated.	A/I

Excellent organisational and timekeeping skills.	A/I
Excellent attention to detail.	A/I
Non-judgemental communication	A/I
Commitment to and understanding of equal opportunities	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	A/I

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**

Follow us on Twitter and Instagram @Alzheimerssoc and Like us on Facebook or check out Alzheimer's Society YouTube channel [youtube.com/AlzheimersSociety](https://www.youtube.com/AlzheimersSociety)

Our benefits



Financial Security

- Group Personal Pension 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



Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



Family & Dependants

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



Recognition

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



Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave