

Senior Marketing Manager

Job description

It will take a society to beat dementia. Alzheimer's Society.



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.

Senior Marketing Manager

Position in the organisation

Reports to the Head of Brand and Marketing.
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.

The Senior Marketing Manager (Support Services and Health Information) is responsible for driving awareness, perceptions, understanding and engagement of our life-changing support services by developing and delivering marketing strategies, plans and activations. They will also lead the marketing for our health information and public awareness initiatives to drive awareness and understanding of dementia and dementia diagnosis.

It's vital we continue to grow our reach with audiences who need our help – whether it's understanding possible signs and symptoms, how to navigate the diagnosis pathway, or needing support and care throughout their journey. We do this through always-on multi-channel marketing initiatives across out of home and digital. Improving our reach and impact is a key organisational priority and vital to stopping dementia devastating lives.

Plus, we have a fantastic Brand and Marketing team and creative and media buying and planning partners to collaborate with, gain inspiration from and build sector leading creative work.

This role will be responsible for leading the next phase of our support services and information marketing strategy and plans in conjunction with key partners and stakeholders. The role needs to translate business objectives into multi-channel marketing strategies and annual plans, and oversee the delivery of activations and campaigns that achieve the impact required (including growth in our reach and service users, as well as overall understanding of what Alzheimer's Society offers) – all rooted in a deep understanding of our audiences, their needs and the value we can bring, as well as the marketplace we operate in. The marketing campaigns could cover paid, earned, owned, and shared media – and all will contribute to a high-quality brand experience.

We're looking for someone with a strategic focus, who can influence and inspire across all levels, who brings experience and expertise in sector leading support services and health information marketing strategies and plans. They'll report to the Head of Brand and Marketing and inspire and galvanise our Brand and Marketing team (with one direct line report), as well as teams they work collaboratively with across the organisations. With particular focus on those in our Dementia Support and Partnerships, Creative, Digital and Campaigns, Media teams, to name but a few.

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

- Working across the Society to deliver multi-channel end-to-end marketing campaigns and plans to promote our range of services, health information and public awareness initiatives.
- Working closely with the Head of Brand and Marketing to develop and review support services and health information marketing strategy, aligning with overall long-term brand and organisation strategy and objectives.
- Runs key steering and working groups to build, deliver and monitor key marketing strategies.

- Leads teams from across the organisation to deliver against our services and health information marketing objectives across paid, owned and earned. Utilising opportunities for integration and cross-sell.
- Has full line management responsibility for the Support Services and Health Information Senior Marketing Executive – who, in turn, manages the Brand and Marketing Assistant.
- Leads reporting across all services and health information marketing activity to measure marketing performance, inform decision making and report to senior stakeholders.
- In collaboration with the Audience Insight Team, will lead on the development and deployment of the services and health information audience strategy.
- Oversees all media planning and implementation for services and health information marketing campaigns.
- Commissions creative propositions as, and when, appropriate with our internal creative team or external creative agency to ensure our marketing efforts are resonating with target audiences.
- Responsible for significant support marketing activity expenditure, and for developing and managing budgets for their area of responsibility – in conjunction with Head of.
- Close working relationships with Senior Managers and Heads of within the Dementia Support and Partnerships Directorate, and other Directors, Heads of and Senior Managers across different business functions relating to their area of focus.
- Deputises for the Head of Brand and Marketing when appropriate.
- Authorised to sign-off expenditure within prescribed limits.

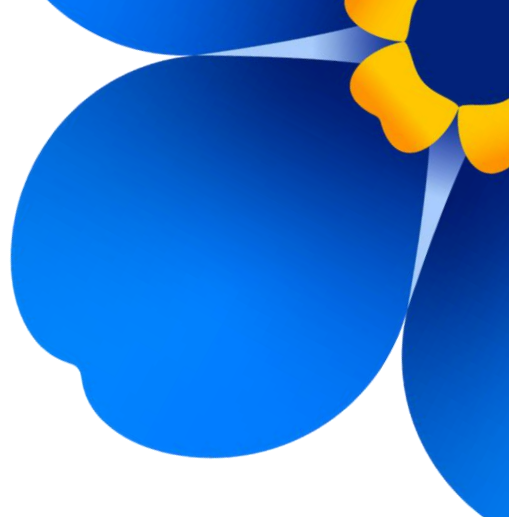
We are looking for someone who can...

- 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)
Extensive experience of developing and deploying successful multi-channel marketing strategies and campaigns – ideally within the charity sector/and or health/support services.	A/I
Demonstrable professional expertise in marketing and advertising techniques and practices across paid, earned and owned and shared media: including print, digital, content marketing, PR, social media, email, and video creation – working within strict timelines, budget and brand guidelines.	A/I
Demonstrable experience in working closely with senior stakeholders, influencing upwards and delivering best practice ways of working.	A/I
Knowledge and experience of project and campaign management including analytical skills to monitor and review multiple simultaneous related activities and campaigns, and multiple deadlines.	A/I
Demonstrable experience of using audience insight to create engaging marketing activities and meet audience needs.	A/I
Experience of procuring, contracting, performance managing and nurturing relationships with key marketing suppliers/ agencies.	A/I
The ability to gain insights through analysing data and reports.	A/I
Good copywriting and proof-reading skills for a range of marketing mediums.	A/I
Effective communicator able to influence at multiple levels and galvanise teams.	A/I
Demonstrable evidence of translating business needs into creative marketing executions that cut through, tell brilliant stories, and engage hearts and minds of audiences (and working with creative colleagues/ suppliers on this process).	A/I

Competencies & personal attributes	Application (A) or interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	A/I
Be a self-starter with a determination to make a difference.	A/I
Effective organisational and timekeeping skills.	A/I
Good 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



Our benefits



Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contributions 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 cooselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- 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