

Senior Participant Experience 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.

Senior Participant Experience Manager

Position in the organisation

Reports to the Head of Events

Member of the Events Management Team

Part of the 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.

This role will lead the strategic development and implementation of our Events supporter journeys. This includes third party, bespoke and mass participation events ranging from between 500 to 30,000 participants. You'll maximise income and support for Alzheimer's Society by establishing lifetime value and high-level supporter strategies to transform the relationships we hold with our events participants.

Leading a team, you'll have line management experience, which you'll use to support the Participant Experience team to project manage the supporter journey programme from initial contact through to event day and beyond, for new and existing supporters across multichannel campaigns. This includes digital, social, print and telephone ensuring improved payer rates, increase in average gift and continued lifetime support.

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

- Full management responsibility for the Participant Experience team within the wider Events Team.
- Managing an expenditure budget to deliver improved stewardship across Events of c.£500k. Authorised to sign-off expenditure within prescribed limits.
- Responsible for the supporter experience of all Event participants and volunteers for long-term growth.
- Working closely with key internal stakeholders including digital, IT, Supporter Care and Corporate partnerships to develop and maintain the best Supporter Experience.
- Directly responsible for identifying, negotiating and developing strong relationships with external agencies to ensure best value and optimum levels of service at all times.
- Directly responsible for the strategic planning, development and management of multi-channel supporter journeys for all Events, maximising income through effective communications strategies and increased retention of participants.
- Contribute to the Events Team income target of c.£15m through outstanding stewardship of all our supporters.

- Effectively manage financial expenditure budgets ensuring activities are delivered to budget, performance is tracked and investment maximised.
- Account-manage on behalf of the Events Team the relationship with JustGiving.
- Maximise opportunities for participant income and retention through data analysis and testing, embracing new ways of working to achieve the best ROI.
- Ensure supporters and key partners are successfully influenced and engaged in activities to drive income and retention.
- Lead the development of all supporter journey's for Events participants and volunteers across multiple channels including direct mail, digital, social and telephone.
- Lead a channel review process providing recommendations that improve income, long term retention and enhances supporter experience at various stages of their journey.
- Lead innovation around stewardship activities and techniques, sharing best practice and ensuring application across multiple products.
- Develop processes and robust test matrixes of stewardship activities that are used across multiple products.
- Evaluate, analyse & monitor the progress and impact of our supporters experience, providing support to live campaigns and feeding into event evaluations with recommendations.
- Recommend investment and approaches to the year ahead as part of the business planning process.
- Shape processes, frameworks and standards for others to operate within, using professional knowledge.
- Develop solutions to complex issues, taking into account numerous factors and variables.
- To manage external relationships with agencies and suppliers, regularly evaluating their service and initiating tendering processes when necessary.
- Work collaboratively with fellow members of the Events Management Team to ensure ways of working between sub-teams delivers the best supporter experience, maximises returns and that all decisions support the overall events and fundraising income and net contribution targets.
- Maintain expert knowledge of relevant industry legislation and best practice and responsible for implementing within the programmes.
- As a line manager you'll provide support, development, inspiration, challenge, direction and recognition to the team.
- Manage great and poor performance or behaviours and empower the team to live our values.

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)
Understanding of supporter experience within the not-for-profit sector or similar customer experience in the private sector, and the role of stewardship to maximise experience and engagement.	A/I
Extensive experience of managing and working with external agencies and developing supplier relationships.	A/I
Proven track record in developing and managing multichannel supporter journeys from planning to analysis, to deadline and budget.	A/I
Effective communication skills, both written and oral evidencing personal credibility to ensure the reputation of the organisation is not put at risk.	A/I
Displays professionalism and confidence in all communications, with the ability to gain respect, build relationships and influence outcomes with internal and external stakeholders.	A/I
Excellent problem-solving abilities, comfortable with ambiguity and able to exercise sound professional judgement.	A/I
Demonstrable experience of managing individuals, and preferably teams, to deliver the best results for the organisation whilst effectively developing individuals.	A/I
Experience of budgeting and financial management.	A/I
Experience in high level supporter strategies, including retention.	A/I
Ability to manage a range of complex multiple projects and deadlines.	A/I
Ability to work under pressure with excellent time management skills.	A/I
Familiarity with Dot Digital (or alternative email platforms).	A/I
Demonstrable experience to influence others who may have different priorities in order to achieve shared goals.	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 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
Work collaboratively and be able to prioritise your workload effectively and remain solution focussed throughout your areas of work.	A/I

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