

Impact Communications Officer

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.

Impact Communications Officer

Position in the organisation

Reports to the Impact Communications Manager
Member of our High Value Operations 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.

This role supports ambitious fundraising goals by transforming Alzheimer's Society activities into compelling communications for high-value supporters, including individuals, trusts, and corporate partners. You'll collaborate with relationship managers and teams across the Society to deliver bespoke proposals (typically £100,000+) that secure major gifts and create tailored impact reports that inspire continued support. Reporting to an Impact Communications Manager within the High Value Operations team, you'll work closely with another Officer and liaise daily with Philanthropy, Corporate, and project delivery teams to ensure an excellent supporter experience.

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

- Develop compelling donor materials: Design and draft high-value (6 figure) funding and partnership proposals, impact reports, stewardship communications, and event scripts that inspire and engage individuals, trusts, and corporate partners.
- Tailor communications to donor needs: Use donor insights to create bespoke proposals and reports that demonstrate impact, align with brand guidelines, and reflect best practice.
- Collaborate across teams: Work closely with Fundraising Relationship Managers, Impact Communications Managers, and the Senior Propositions Development Manager to deliver seamless supporter experiences and develop funding propositions.
- Gather and manage project information: Liaise with colleagues to collect accurate data on services, outcomes, budgets and timelines for use in proposals and reports.
- Provide additional fundraising resources: Supply copy and materials for wider fundraising activities including special events, key announcements, and stewardship bulletins.
- Ensure quality and compliance: Review and recommend edits to donor communications written by Fundraising relationship managers, obtain necessary approvals, and identify risks associated with proposals and grants, recommending solutions where needed.
- Maintain systems and meet deadlines: Organise work to agreed priorities, manage briefs and timelines, and help maintain processes for storing proposals, reports, and project information.

- Drive innovation and improvement: Seek feedback, explore creative ways to engage donors, and continually enhance the quality and impact of communications.

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)
Advanced literacy and writing skills, with a track record of writing compelling communications for internal and/or external stakeholders	A & I
A proven track record of persuasive writing for a large range of audiences, preferably within a fundraising or business development team	A & I
Ability to confidently receive and respond to feedback – revising and editing work to achieve the highest possible standard.	A & I
Able to build successful relationships and networks across a large, complex organisation	A & I
Able to adapt and present complex information accurately, clearly and succinctly	A & I
Able to manage several projects proactively and simultaneously: setting priorities, solving problems, working collaboratively, and meeting agreed standards and deadlines	A & I
Knowledge of the UK voluntary sector, preferably medical or care charities	A & I

Knowledge of high-value fundraising (corporates, major donors and charitable trusts / foundations)	A & I
Impeccable English grammar, spelling and syntax	A & I
Strong project management and coordination skills	A & I
Ability to report on six and seven figure budgets	A & I
Able to use (or learn to use) InDesign or other design software	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
Understanding of the inclusion agenda and its relevance within a diverse society	A

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Criminal Record Check

This post may 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). Please select the level of Check required for this role:

Basic ☐

Enhanced ☐

Not Applicable ☒

Candidates - 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 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