

Fundraising Communications Manager Job description

Together we are help and hope for everyone living with dementia



Who we are

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

Dementia is the UK's biggest killer, and 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 support to people living with dementia, 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 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.

Fundraising Communications Manager

Position in the organisation

- Reports to the Senior Creative Copywriter (Income and Engagement)
- Member of the Creative and Brand Engagement team, within the Brand and Marketing department
- Part of our Income and Engagement directorate.

Purpose of this role

We are a society of people determined to end the devastation caused by dementia. 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 living with dementia now and in the future.

The purpose of this role is to ensure teams across our fundraising directorate have the information and creative resources required to effectively connect supporters to the impact their generosity has on the lives of people affected by dementia. By serving as a key source of internal and external information, the role plays an essential part in maximising all fundraising streams.

You'll lead on strategic supporter communications that align with our brand messaging and our audience insights. You'll be a proactive, trusted expert on fundraising communications, acting as a pivot point to receive, align and direct information, and create engaging supporter communications which are timely and consistent across all channels.

You'll work closely with fundraisers and the brand team to maximise supporter engagement and drive income growth. And you'll build close relationships with other teams across the Society so you can gather information and write strategic copy in a clear, on brand and proactive way to fundraising teams.

In this role you'll be responsible for managing and developing a central bank of information with off-the-shelf resources that enable fundraisers to build fundraising asks that are accurate, impactful and strategic. As part of that bank of resources, you'll deliver compelling cases for support and innovative propositions for our highest value campaigns and audiences, and our mass fundraising audiences.

You'll provide a proactive and reactive information provision service – broadcasting breaking news and responding to specific requests from fundraising teams as and when required.

We are looking for someone who is highly motivated to build productive working relationships with teams across the Society. We need someone who can interpret complex information and make it engaging, and who can write persuasive copy for a specific audience.

Key accountabilities and responsibilities

- Lead on strategic fundraising messaging, ensuring it's on brand, insight led and aligned across all fundraising communications and channels.
- Develop and maintain strong working relationships across the organisation, particularly with key communication teams in each departments ensuring a two-way flow of information and feedback about resources produced for teams to use.
- Act as a pivot point to receive, align and direct information for fundraising teams and supporters.
- Develop and maintain a reactive service to fundraising, responding to queries and bespoke requests within agreed deadlines.
- Develop and maintain a proactive engagement communications service to fundraising making rapidly available the latest news, messaging, facts, stats and stories about the Society's impact.
- Collaborate with colleagues from other directorates to improve the flow of approved facts, statistics and case studies across the organisation.
- Work closely with the High Value Operations team to minimise duplication in the gathering, processing and central management of key fundraising information.
- Work closely with the creative, brand and marketing teams to support the creation and rollout of messages for fundraisers and supporter audiences.
- Develop and maintain a central information resource that gives fundraisers access to accurate, up-to-date information about the Society's activity and impact – including, but not limited to, the Fundraising Information Bank, an annually updated Shopping List, Case for Supports, and bespoke information toolkits to support regional fundraising.
- Develop, monitor and report on KPIs for the Fundraising Information Bank.
- Build and maintain external networks with related teams in other organisations, staying aware of best practice and championing improvements where needed.
- Maximise the efficient and effective use of available resources by regularly raising their profile and supporting teams to access them.

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)
Substantial experience of collating and organising large amounts of diverse information for easy use by others.	E	A/I
Knowledge of the different fundraising channels and the information needs of fundraisers, including high-value, regional/ community, Individual Giving and others.	E	A/I
Proficient copywriter, with extensive experience of converting complex information into compelling and accessible communications.	E	A/I
Knowledge of the UK voluntary sector, preferably medical or care charities.	D	A/I
Experience of leading, designing or delivering peer to peer	E	A/I
Fantastic relationship management skills, including the ability to influence and negotiate at a senior level.	E	A/I
Ability to see beyond existing parameters and processes to find original and fresh solutions	E	A/I
Highly accurate with strong attention to detail	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 someone who knows when to ask for help themselves.	E	A/I
A creative thinker with an independent and autonomous	E	A/I
Excellent people skills and a track record that shows your ability to integrate quickly into complex organisations.	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	E	A/I

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