

Supporter Selections & Automation Executive

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.

Supporter Selections & Automation Executive

Position in the organisation

Reports to the Supporter Selections Manager.

Member of our Omnichannel Team in the Brand, Insight and Marketing Department.

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 Supporter Selections & Automations Executive you will work alongside two Supporter Selections Analysts to deliver targeted automations for our supporter communications. You'll work closely with our Supporter Selections Manager and Journeys Manager to plan, build and maintain supporter journeys that provide an excellent supporter experience to retain and grow our audiences.

You'll play a crucial role in deepening stakeholders' understanding of Alzheimer's Society's supporters, particularly in relation to their next best action. You'll draw on campaign results, data models and other sources of insight to enable colleagues to test hypotheses and innovate in order to drive satisfaction, loyalty, and sustainable growth across Alzheimer's Society's audiences.

You'll be an active and valued member of the Omnichannel Team, supporting with the delivery of scheduled and ad hoc selections to enable delivery of the communications plan and being part of the drive to put the supporter at the heart of everything we do.

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

- Leads on the delivery of automated communications through Apteco Faststats and PeopleStage, working closely with our agency partners and internal stakeholders.
- Collaborates with the Journeys Manager on planning and documenting supporter journeys to ensure visibility of the supporter experience.
- Works with the Campaign Reporting & Optimisation Manager on rolling reviews of existing journeys to continually improve the automation & experience.
- Supports the Selections Team to deliver planned and ad hoc targeted data selections for direct mail, telephone, email, SMS, and social media channels using Apteco FastStats
- Uses insight, data and model scores to improve and enhance audiences and personalisation across selections and automations.
- Collaborates with Income & Engagement and other colleagues across the organisation, at all levels, to support decision-making for data selections.

- Works alongside our Apteco partner to highlight process improvements to continuously refine and strengthen our processes for selections & automations.
- Ensure data is processed in a way which is compliant with Data Protection (GDPR), Telephone Preference Service, Mailing Preference Service, and other legislative/best practice requirements as well as following internal rules and guidelines.

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.

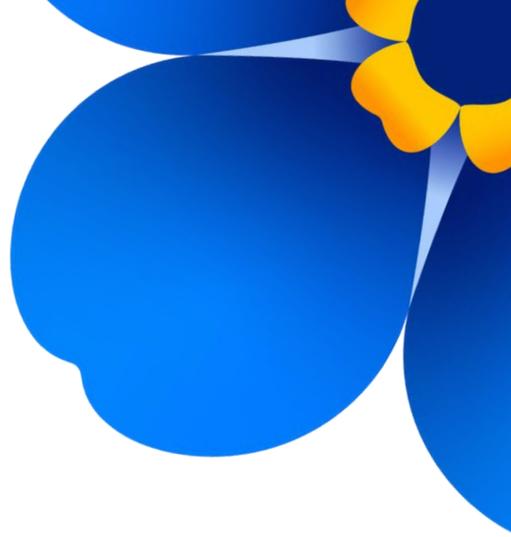
Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Highly skilled in the use of Apteco FastStats (or similar).	A/I
Experience of Apteco PeopleStage campaign planning and management tool (or similar).	A/I
Understanding of customer journeys & automation.	A/I
Highly skilled in the use of Excel to manipulate, manage and analyse data.	A
Extensive experience of using large contact management databases and database selections.	A
Demonstratable experience of task management and prioritisation.	A/I
Knowledge of Data Protection regulation.	A

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

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 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 coocusselling
- 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