

# **Impact Communications Manager (FTC 12 months)**

## **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.

# Impact Communications Manager (FTC 12 months)

## Position in the organisation

Reports to the High Value Operations Lead  
Line Manages Impact Communications Officer  
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.

In this exciting and varied role, you will utilise your copy-writing skills to enable Alzheimer's Society's high value fundraisers to deliver against their ambitious income and growth targets. Working closely with the Corporate, Philanthropy and Legacies teams, this role is responsible for writing and designing a range of communications including proposals, pitches, stewardship reports, event communications and updates that inspire support.

As part of a small, and dynamic team, you will work closely with another Impact Communications Manager to lead this critical enabling function. You will line manage an Impact Communications Officer supporting their continuous development and growth.

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

Copy writing:

- Working closely with fundraisers who work with trusts, foundations, major donors and corporate partners Philanthropy and Corporate Partnerships fundraisers to write and develop compelling proposals, pitches and reports that inspire prospects and supporters.
- Distil complex information and reports into clear, compelling copy that inspires support and deepens engagement.
- Lead the end-to-end delivery of a diverse range of communications, responding to briefs and prioritising your workload to ensure content is inspiring and delivered on time.
- Design and deliver content that inspires, engages and deepens long term relationships with major donors, corporate partners, and representatives from trusts and foundations, connecting them to Alzheimer's Society.

Information sharing:

- Work with the Senior Propositions Development Manager on six and seven figure opportunities, building and sharing your knowledge to create compelling propositions.
- Attend donor meetings, pitches and engagement events to support the work of relationship managers as required.
- Build and maintain relationships across Alzheimer's Society to understand current and planned activities and key messages, and share these appropriately across the department.

#### Stewardship:

- Work alongside our Special Events team to prepare speech notes and event communications that support the engagement and delivery of Alzheimer's Society's special events.
- Liaise closely with your fellow Impact Communications Manager and High Value Operations Lead to contribute to the continuous improvement of engagement and stewardship communications across High Value fundraising.
- Use your creativity to introduce new stewardship pieces, from written to video that can inspire a high value audience.

#### Team and Line management:

- Line manage and develop an Impact Communications Officer, supporting them to deliver their objectives.
- Jointly manage the day-to-day delivery of the Impact Communications team, including reviewing and triaging incoming requests and ensuring work is completed to agreed deadlines.
- Be a crucial part of the High Value Operations team, working alongside proposition development, prospect development and special events to enable growth across High Value fundraising.
- Report accurately on activities completed by the Impact Communications team, contributing to overall High Value Operations' performance monitoring.

## 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.

- Adminstrate 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)
An outstanding copywriter with experience of creating persuasive, audience-focused communications that drive engagement and inspire support.	A/I
Knowledge and experience of producing proposals and reports for a high value audience.	A/I
A strong understanding of the needs, motivations and drivers of major donors, trusts, foundations and corporate partners.	A/I
Organised and able to manage your own workload, as well as that of others.	A/I
Ability to proactively build relationships and networks across multiple teams, each with differing priorities.	A/I
Dedicated to the ongoing development of your line reports, providing guidance, coaching and support.	A/I
Able to find creative solutions to challenges and obstacles.	A/I
Ability to adapt and present complex information accurately, clearly and succinctly.	A/I
Ability to manage several projects often with competing deadlines.	A/I
Ability to use InDesign or other design software, or a willingness to learn	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

*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)*

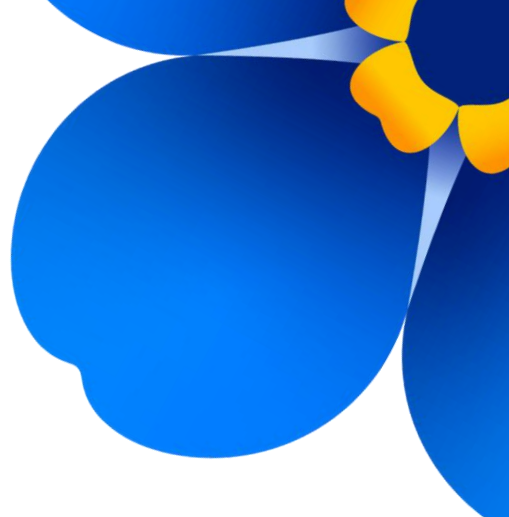
## Criminal Record Check

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)

Hiring Managers - If you require further information regarding Criminal Records Check for this role, then please contact: [\*\*Employeesupport@alzheimers.org.uk\*\*](mailto:Employeesupport@alzheimers.org.uk)



# 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