

# Individual Giving Officer (Cash Giving) 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.

# Individual Giving Officer (Cash Giving)

## Position in the organisation

Reports to the Individual Giving Manager

Member of our Individual 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.

You will work in the Cash Giving Team, part of our Individual Giving team, focussing on helping to deliver our cash appeals and raffles, including the Forget me not Appeal, our flagship fundraising campaign. This is a dynamic and hard-working team responsible for raising ~£10 million of income a year.

As an Individual Giving Officer, you will manage a variety of exciting direct marketing campaigns across a broad mix of channels such as print, digital, TV, and Radio. Your marketing campaigns will encourage the general public and existing supporters to donate to Alzheimer's Society to fund lifechanging support, groundbreaking research, and campaigning to make dementia a priority.

You will build relationships with key external partners such as creative agencies, media agencies, and printers as well as internal teams to deliver your campaigns. This role offers the opportunity to be both creative and analytical, working to deliver effective marketing that is led by data and insight.

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

- Managing campaigns across various marketing channels such as Direct Mail, Email, Partially Addressed Mail, Door Drop, Inserts, Telemarketing, Cold DM, Digital, Social Media, radio, out of home and DRTV within the Cash Giving programme.
- Delivering marketing campaigns to schedule and within spend budgets. Monitoring spend to stay within budget and negotiating the best possible price with suppliers.
- Using direct marketing techniques to meet target KPIs such as income, response rate and average gift. Regularly monitor and report on campaign performance – making recommendations where possible to improve results and flagging any issues to the Individual Giving Manager.
- Optimising live campaigns, analyse results and produce detailed end of campaign analysis reports to provide learnings to take forward in future campaigns. Make suggestions to improve the Cash Giving programme as a whole.

- Developing and implementing marketing and testing plans as required.
- Briefing, monitoring, training and working with external suppliers (e.g. printers, fulfilment, media, creative agencies etc) to make sure campaigns are delivered within agreed KPIs. Making recommendations and flagging issues with suppliers to the IG Manager.
- Sourcing copy, images and case studies for appeals and new creative.
- Building effective working relationships with multiple internal stakeholders by following agreed ways of working, briefing thoroughly and celebrating success.
- Engage with cross-organisation projects to represent the interests of the Individual Giving Team and offer expertise and insight.
- Brief and support the Supporter Experience team to produce accurate and consistent data selections. Work with the Data Insight team to analyse performance and tailor data selections, prompting etc so we contact the right supporters at the right time.
- Working with the Stewardship team to develop personal, bespoke journeys to increase the life-time value of Cash donors.
- To contribute to the development and implementation of direct marketing plans, strategies and budgets.
- To represent the team and the Society internally and externally as required.
- To ensure that the Society's reputation and brand are protected.
- To keep abreast of direct marketing developments in general and in the charity sector in particular, especially through the use of peer networks, trade bodies and press.
- To undertake any other tasks that are commensurate with the general level of this post as required.

## 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)
Proven experience of direct marketing – including a track record of beating target using a range of on and offline channels such as direct mail, door drops, inserts, DRTV & digital.	A/I
Comprehensive project management, organisation, and prioritisation skills necessary to deliver a wide range of complex campaigns simultaneously, within agreed timescales, and to expected standards and budgets	A/I
Analytical & numeracy skills to accurately monitor and report on campaign performance and produce campaign analysis with recommendations for future tests and improvements	A/I
Ability to demonstrate sound judgment, make suggestions, and use initiative to overcome obstacles and continuously make recommendations to improve campaigns and the programme as a whole	A/I
Strong interpersonal skills including the ability to build and maintain positive relationships with close colleague, other teams and external partners.	A/I
Demonstrable ability to negotiate with and influence others, who may have different priorities, to achieve common goals.	A/I
Excellent presentational, verbal and written skills which extend to writing clear and emotive copy, and accurate proofreading of comms	A/I
Up-to-date knowledge of the fundraising sector and key donor markets.	A/I
Working knowledge of data protection regulation and industry best practice	A/I
Strong IT skills including a high degree of competence using Microsoft Office, particularly Excel & Outlook.	A/I
Being open to new ways of working, learning new tasks and skills as required.	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

This post will 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). If you require further information regarding Criminal Records Check, then please contact: **[careers@alzheimers.org.uk](mailto:careers@alzheimers.org.uk)**

*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 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