

# Individual Giving Officer (Stewardship) Job description

Together we are help and hope for everyone living with dementia



# Who we are

## Dementia is the biggest health and social challenge of our time.

There are currently estimated to be 900,000 people in the UK with dementia. Many are undiagnosed and facing the realities of their condition alone.

At Alzheimer's Society we're working towards a world where dementia no longer devastates lives. We do this by giving help to those living with dementia today and providing hope for the future.

We're here for everyone living with dementia.

As a Society, we are made up of people with dementia, carers, trusted experts, campaigners, researchers and clinicians. We are the UK's largest collective force of people with unparalleled knowledge and over 40 years of experience addressing the biggest challenges facing people living with dementia.

## Together we are help and hope for everyone living with dementia.

# 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.

# Individual Giving Officer (Stewardship)

## Position in the Organisation

Reports to the Senior Individual Giving Manager (Stewardship).  
 Member of our Individual Giving team.  
 Part of our Income and Engagement directorate.

## Purpose of this Role

We are here for anyone affected by dementia to help them navigate some of the hardest and most frightening times of their lives.

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 and their carers.

You will work in the Individual Giving team, managing a variety of exciting projects, stewardship journeys and direct marketing campaigns. You will work with multiple teams across the society to create an excellent relationship between our amazing supporters and Alzheimer's Society.

As an Individual Giving Officer, you will provide an essential resource, focusing on managing inspiring and impactful supporter journeys and our supporter magazine. Keeping campaigns to schedule and budget, analysing them and making recommendations to contribute to future campaign strategies.

You will build relationships with key external partners as well as internal teams to deliver your campaigns. This role offers the opportunity to be both creative and analytical, working to deliver effective campaigns that are 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, including print, email, SMS and telemarketing
- 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 IG Manager and Senior 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 individual 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 campaigns. Individual Giving Officer (Stewardship) Alzheimer's Society Job Description 4

- 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 targeting, prompting etc so we contact the right supporters at the right time.
- Working with the other teams within Individual Giving to develop personal, bespoke journeys to retain and develop Regular Givers and 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	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Proven experience of direct marketing – using a range of on and offline channels such as direct mail, email and SMS	E	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.	E	A/I
Analytical & numeracy skills to accurately monitor and report on campaign performance and produce campaign analysis with recommendations for future tests and improvements.	E	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	E	A/I
Strong interpersonal skills including the ability to build and maintain positive relationships with close colleagues, other teams and external partners.	E	A/I
Demonstrable ability to negotiate with and influence others, who may have different priorities, to achieve common goals.	E	A/I
Excellent presentational, verbal and written skills which extend to writing clear and emotive copy, and accurate proofreading of comms.	E	A/I
Up-to-date knowledge of the fundraising sector and key donor markets.	D	A/I
Working knowledge of data protection regulation and industry best practice.	D	A/I
Strong IT skills including a high degree of competence using Microsoft Office, particularly Excel & Outlook.	E	A/I
Being open to new ways of working, learning new tasks and skills as required	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 who knows when to ask for help themselves.	E	A/I
Be a self-starter and incredibly motivated.	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 diverse society	E	A/I

Essential requirements are those, without which, the post holder would not be able to fulfil the responsibilities of the role. Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

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)

# 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