Alzheimer's Society

Individual Giving Manager (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.

Job Title

Position in the organisation

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

Purpose of this role

We are the leading dementia support and research charity in the UK, working to end the devastation caused by dementia.

We are advisers, supporters, fundraisers, researchers, influencers, communicators, technical specialists and so much more. We are volunteers, we are employees, and together we are here to create a future where dementia no longer devastates lives.
You will play a key part in the development and delivery of our long-term cash appeal programme within the Individual Giving team, which has seen significant investment and growth in recent years. The successful applicant will lead the delivery of highly effective marketing campaigns across the full channel mix: mail, door drops, inserts, paid social media, press, radio, OOH and TV, helping to deliver over £12 million of income a year.

Working alongside the Senior Individual Giving Manager, you will be responsible for developing acquisition plans to bring new, profitable donors to Alzheimer's Society as well as helping to develop and deliver a programme to engage and retain those supporters. You will work closely with internal and external stakeholders, including our creative and media agencies, to develop and grow the programme to achieve our ambitious targets.

Line managing two officers, and matrix managing up to two more, you will work closely with external agencies to optimise fundraising product. You will be responsible for managing campaign expenditure and income budgets, including reforecasting and budget planning, and leading on evaluations to ensure that learnings are carried through to future campaigns to support the ongoing development and growth of the programme.

You will work closely with the Senior Individual Giving Manager and another Individual Giving Manager to lead the Cash Giving Team in delivering our ambitious strategy and developing the programme, raising even more money to help end the devastation of dementia.

Key accountabilities and responsibilities

- To take responsibility for the delivery of highly effective marketing campaigns that engage both new and existing donors to support Alzheimer's Society.
- To manage and lead a team of Officers, supporting their ongoing development and ensuring good performance and behaviours across the team.

- To work closely with our creative agency to develop inspiring propositions that inspire new and existing supporters to donate to Alzheimer's Society.
- To lead on the topline media planning with our media agency for your campaigns, creating an audience and insight-led media plan to inspire thousands of new donors.
- To create, manage and report on the budgets for your campaigns, ensuring effective cost control and accurate forecasting of income to enable effective business planning.
- To lead the team in evaluating your campaigns, using data and insights available to you to analyse results and gather learnings to inform future work.
- To represent the team in meetings and work with internal and external stakeholders, developing excellent partnerships and supporting the delivery of the team's objectives through collaborative working.
- To support the Senior Individual Giving Manager to deliver our ambitious Cash Giving Strategy, leading on the delivery of strategic projects and contributing to the ongoing growth and development of the programme.

This job description is not prescriptive and merely outlines the key responsibilities. Any changes to the job description will be made in consultation with the jobholder.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Demonstrable experience of Individual Giving, or Direct Marketing	A/I
Extensive experience of delivering large multi-channel direct marketing campaigns with proven campaign success including some or all of the following channels: direct mail, inserts, door drops, DRTV, Radio, OOH, digital, press, telemarketing.	A/I
Detailed understanding of what makes effective fundraising/direct marketing creative to inspire new and existing donors	A/I
Experience of strategic planning, testing and analysis that informs the continuous improvement of campaigns	A/I
Excellent ability to proactively build relationships and networks, allowing for collaborative working	A/I
Strategic thinker – able to think innovatively and make recommendations to improve an existing programme of activity	A/I
Excellent written and verbal communication skills, including presenting	A/I
Highly numerate with the ability to comprehend, analyse and communicate complex data	A/I
Outstanding organisation and project management skills with excellent attention to detail	A/I

Proven experience of leading, developing, motivating and managing line reports/teams to learn and deliver	A/I
Experience of developing budgets and providing financial commentary regarding income and expenditure	A/I
Demonstrable knowledge of the UK charity sector	A/I

Competencies & personal attributes	Application (A) or interview (I)
A team player, supporting colleagues when there are deadlines, and knowing when to ask for help themself.	A/I
Be a self-starter with great initiative and motivation.	A/I
Excellent organisational skills and attention to detail.	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

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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**

Hiring Managers - If you require further information regarding Criminal Records Check for this role, then please contact: **Employeesupport@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