

Content Executive 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.

Content Executive

Position in the organisation

Reports to the Content Editor
Member of our Strategic Content 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.

The Content Executive is a key member of the Strategic Content Team, supporting the creation of clear, engaging and channel-neutral content that inspires engagement with the charity's mission and provides vital support to people affected by dementia.

Working closely with content colleagues, subject matter experts and internal stakeholders, the Content Executive will write and edit accurate, accessible content that aligns with organisational goals, brand guidelines and tone of voice. The postholder will create content across a range of formats, including web, digital formats (e.g. PDF), print materials and video and audio (scriptwriting).

A key part of the role is contributing to the ongoing development of Alzheimer's Society world-leading dementia information. The postholder will write and edit Patient Information Forum (PIF) accredited health information, drawing on the support of senior editors as needed, ensuring people affected by dementia can access relevant, informative and inclusive guidance that makes a meaningful difference to their lives.

The role also involves collaborating with colleagues across the organisation to fulfil requests for new content. In collaboration with team members, the postholder will design new content and adapt messaging to engage different audiences, support campaigns and vital strategy work (e.g. fundraising communications), and ensure clarity, inclusivity and consistency across all content formats.

This role offers an opportunity to build skills, experience and confidence within a supportive, collaborative environment focused on content creation.

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

- Support the delivery of Alzheimer's Society's content strategy by writing, editing and proofreading channel-neutral content in line with brand guidelines, house style and tone of voice.

- Write, edit and proofread our print and online dementia health information, ensuring content reflects user need and meets Patient Information Forum (PIF) standards.
- Assist wider cross-team content projects with input such as creative ideas, planning, editing proofreading and quality assurance checks.
- Ensure content is accurate, accessible, clear and inclusive. Work with colleagues to develop and apply knowledge of accessibility best practices, finding solutions to complex issues or sensitivities and making sure content serves and resonates with diverse audiences.
- Help gather insight from our audiences, managing our reader panel (lived experience group) and ensuring feedback is captured and shared.
- Support the process of evaluating audiences and content impact by gathering feedback and analytics data.
- Support with the delivery of content projects, liaising with project leads, contributing to version control, and maintaining accurate record keeping in line with editorial and quality-control processes.
- Assist with the delivery of fundraising communications content, helping to ensure that all outputs meet our creative standards, are strategically-aligned and showcase the breadth and depth of the Society's impact.
- Coordinate print runs of health publications by managing scheduling, assigning proofreading, liaising with designers and print suppliers, and arranging delivery of final versions.
- Embrace content design, accessibility and SEO principles and open to using AI tools to support the delivery of the Strategic Content team's priorities.

We are looking for someone who can...

- Work flexibly and independently, contributing to a range of projects with varying scopes, audience and timescales across a typical week.
- Support a 'test and learn' culture, comfortable suggesting new ideas, processes, tools and approaches that will help the Society to better serve audiences.
- Adapt writing style and tailor content for different audiences while keeping the focus on inspiring action.
- Collaborate with and build relationships with colleagues in the Strategic Content team and across the organisation, using strong communication skills to reach out to and work alongside colleagues, volunteers and freelancers.
- Organise a varied workload, drawing on support from managers as needed to ensure work is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Be responsible for personal learning and development, expanding your knowledge and expertise to ensure our content is of the highest standard and to support the learning and development of others and the whole organisation.
- Champion the diverse needs of people affected by dementia and work to embed a culture of inclusion and collaboration, within and beyond the Society.
- Adhere to all the Society's service standards, policies and procedures. Comply with the data protection regulations, ensuring that information on clients remains confidential.

- 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.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Excellent writing and editorial skills with proven experience producing user-centred content for digital, print, video and audio formats.	A/I
Ability to write and edit content so it aligns with strategic goals, brand guidelines and tone of voice, ensuring content is appropriate to each channel and audience.	A/I
Proofreading skills and advanced knowledge of English grammar, spelling and punctuation.	A/I
Effective planning and organisational skills with the ability to balance different tasks and projects, meet reasonable deadlines, and manage conflicting priorities.	A/I
Ability to collaborate with stakeholders, colleagues and freelancers, keeping lines of communication open to coordinate feedback and negotiate positive outcomes.	A/I
Experience or knowledge of writing and/or editing health information to meet Patient Information Forum (PIF) standards.	A/I
Experience or knowledge of using analytics and reporting tools including Google Analytics 4 (GA4) and Mouseflow.	A/I
Experience using Adobe Acrobat to edit and proofread PDF documents and digital image libraries and image editing tools such as Photoshop.	A/I
Understanding of health and social care systems and the related issues affecting people with dementia.	A/I
Understanding of information architecture and the ability to group content for the most effective user journey.	A/I
Experience and ability to create content using content design, Create Once Publish Everywhere (COPE) and similar content creation methodologies.	A/I

Competencies & personal attributes	Application (A) or interview (I)
Flexible team player with a positive and proactive approach and a passion for creating engaging content.	A/I
Creative and curious, brings fresh ideas, storytelling flair, and a keen interest in content trends and innovations and a strong understanding of the power and value of content.	A/I

Excellent communication skills, both verbal and written with the ability to work collaboratively and engage with Alzheimer's Society staff, volunteers and freelancers in an inclusive and non-judgemental way.	A/I
Pitches in to support colleagues during busy periods and recognises when they need to ask for support too.	A/I
Commitment to equal opportunities, with an inclusive approach to every aspect of work and working with others, alongside an understanding of the inclusion agenda and its relevance within a diverse society.	A/I
Commitment to continuous learning, actively seeks opportunities to upskill in areas such as content design, UX writing, SEO, and accessibility best practice.	A/I
Confidence addressing new challenges, finding solutions and managing competing demands from colleagues.	A/I
Flexible team player with a positive and proactive approach and a passion for creating engaging content.	A/I
Creative and curious, brings fresh ideas, storytelling flair, and a keen interest in content trends and innovations and a strong understanding of the power and value of content.	A/I
Excellent communication skills, both verbal and written with the ability to work collaboratively and engage with Alzheimer's Society staff, volunteers and freelancers in an inclusive and non-judgemental way.	A/I
Pitches in to support colleagues during busy periods and recognises when they need to ask for support too.	A/I
Commitment to equal opportunities, with an inclusive approach to every aspect of work and working with others, alongside an 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 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