

Online Communities Assistant

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.

Online Communities Assistant

Position in the organisation

Reports to the Online Communities Team Leader

Member of our Universal Services Team

Part of our Dementia Support and Partnerships directorate

Purpose of this role

At Alzheimer's Society we are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialists 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.

Delivering support online is central to our strategic ambitions to increase reach, impact and accessibility of our services for all people affected by dementia. Available to people 24 hours a day and every day of the year, we know that our Dementia Support Forum is a place where people get vital advice, support and information from others who share similar lived experiences.

In this role you will support the effective operation, promotion and evaluation of the Dementia Support Forum, working closely and collaboratively with the wider team. As the face of the community and the first line of support, you will help nurture a welcoming, safe and engaging environment where members can connect, share experiences and access peer-led guidance.

A key part of your role will be to support the service by moderating user content, responding to safeguarding concerns, handling email enquiries and supporting volunteers. You'll also have the opportunity to lead or support projects related to the operation, promotion, evaluation or development of the Dementia Support Forum and other Online Communities offers.

As the Dementia Support Forum operates 7 days a week, some weekend working will be required for this role.

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

Service delivery

- Support the Online Communities Team to deliver a high-quality Dementia Support Forum service.
- Monitor community activity, respond to inappropriate content, and moderate in line with our terms and conditions.
- Work alongside volunteers and forum members by acknowledging and handling issues raised, supporting complex moderation and helping to escalate issues relating to service users who may need further support.
- Help manage conflict within the community with empathy and confidence.
- Identify and escalate safeguarding concerns in line with Alzheimer's Society policy and legal requirements.
- Foster community engagement through appropriate communication with members and volunteers.

- Create relevant and useful content to support service users, taking into consideration relevant themes, current issues and the challenges our community faces.
- Manage the service email inbox, triaging and responding to enquiries sensitively and efficiently.
- Ensure the smooth running of the forum by consistently completing and recording routine daily and weekly operational tasks, helping to maintain continuity and reliable service delivery.
- Have an understanding of, or willingness to learn about, the Health & Safety, Mental Capacity Act and Online Safety Act.

Promotion and Insight

- Help curate user stories and content to highlight the value of the Forum across the organisation.
- Use data and content from the community to demonstrate the value of the service by contributing to updates and reports.
- Act as an ambassador for the Dementia Support Forum, promoting the benefits and impact of the service to encourage other people to promote, signpost, and join the service.

Safeguarding

- Champion safeguarding best practice.
- Help identify concerns and pass these on through established escalation routes, using risk-based judgement to manage safeguarding in a high-volume, user generated content environment.

Digital Transformation

- Support delivery of digital service and transformation projects, embedding collaboration and continuous improvement.
- Provide input to ensure staff and volunteer practice, user safety and digital risk are fully considered in platform development, particularly in relation to Online Safety Act requirements.
- Support the adoption of new tools and processes.

We are looking for someone who can...

- Follow Alzheimer's Society policies, service standards, and data protection requirements.
- Work in a way that supports inclusion, especially for people with dementia, and ensure that lived experience informs our work in Online Communities.
- Take responsibility for their own learning and support the development of others.
- Maintain a safe working environment both as an individual and as part of a team.
- Organise their workload effectively, meeting deadlines and quality expectations.
- Record and report service data accurately and on time.
- Manage their workload independently in a remote working environment.
- Promote the impact of Online Communities both internally and externally.
- Uphold policies and standards, supporting others to do the same.

- Stay calm when dealing with difficult subject matter, using a person-centred approach to provide tailored support within the boundaries of the service, knowing when to escalate and seek further advice.
- Engage confidently with volunteers and colleagues at all levels.
- Promote and uphold safeguarding best practice in all aspects of forum delivery and volunteer engagement.
- Travel as required by the role.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Community Engagement and Inclusion	
Understand the requirements of a service aimed at supporting vulnerable people, and the complex practical, emotional, physical and mental health needs of service users	A/I
Understand the purpose of safeguarding policies and processes and knowledge or willingness to support vulnerable service users who may be at risk of harm	A/I
Able to make informed decisions and handle challenges with empathy, clarity, and confidence, maintaining a calm, solutions focused approach.	A/I
Experience in supporting services, communities or groups, preferably peer support	A/I
Understanding of safeguarding principles and how they apply in online settings.	A/I
Knowledge of dementia and willingness to listen to and learn from community.	A/I
Experience working or volunteering in a charity, health, or social care setting.	A/I
Collaboration and Communication	
Collaboration skills, with experience working across teams and with external partners to deliver shared goals.	A/I
Excellent written and verbal communication skills, with proven ability to listen well to others, and to express views in a clear, empathetic and understanding manner	A/I
Ability to communicate complex or sensitive information clearly and quickly, adapting style for volunteers, colleagues, and service users.	A/I
Technical Skills and Digital Confidence	

Digital literacy with the ability to navigate, learn, and troubleshoot online systems used for community management, moderation, and volunteer engagement.	A/I
IT skills and confidence using digital tools, with the ability to quickly learn new systems.	A/I
Confident using Microsoft 365 tools (e.g. Teams, SharePoint, Outlook) to collaborate and communicate effectively in a remote team.	A/I
Ability to analyse information (e.g., user reports, system alerts, volunteer feedback) and act quickly to maintain a safe online environment.	A/I
Other	
Experience of working independently in a remote or hybrid environment whilst managing competing priorities and deadlines.	A/I
Experience in supporting change and continual service improvement alongside self-development and learning.	A/I
Comfortable working in a dynamic, high-volume service where rapid decision-making and digital agility are essential.	A/I

Competencies & personal attributes	Application (A) or interview (I)
Ability or willingness to work independently, using strong decision-making skills to prioritise work.	A/I
The ability to manage competing demands to ensure that you meet agreed deadlines.	A/I
A collaborative team player who supports colleagues, fosters a positive team culture, and knows when to ask for help.	A/I
A proactive self-starter with a solutions-focused mindset, strong organisational skills, and accountability for tasks.	A/I
The ability to adapt tone and style for different audiences and respond professionally across a range of situations.	A/I
Empathetic and inclusive, with a calm and focused approach under pressure; especially when handling sensitive or complex issues.	A/I
Committed to equality, diversity, and inclusion, and applying these within digital spaces.	A/I

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:

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