

Marketing 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.

Marketing Executive

Position in the organisation

Reports to the **Senior Marketing Manager**

Member of our Brand and Marketing 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.

Alzheimer's Society's central Marketing team is responsible for master-brand marketing campaigns, and impactfully promoting our priority products or services we offer, to external audiences – stimulating, facilitating and fulfilling demand for what we do.

The purpose of the role is to provide marketing support and to project manage marketing campaigns, working with appropriate internal teams and external suppliers. This role will start off working closely on our ground-breaking TV project, helping to deliver a stand-out programme and surround campaign to make dementia a priority. The role will also work on other key areas of Alzheimer's Society marketing activity, including on our latest research and innovation and national influencing campaigns.

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

- Oversee the development and production of high-quality marketing communications for the Society (e.g. digital and social assets, merchandise, emails, videos, web banners, etc.), liaising with our in-house design team, as well as external designers, creative agencies and our print management company to ensure consistently high quality, on-brand creative output.
- Plan, manage and execute cross channel, integrated marketing campaigns and activities, working closely with a range of internal and external stakeholders.
- Work on a range of marketing campaigns to promote our products and services, engage with existing supporters and recruit new ones. Ensuring customer satisfaction remains at a high level.
- Gain a deep understanding of our key audience insight and develop messaging and propositions – writing copy as needed
- Monitor the external market in which we operate and use this insight to shape marketing plans
- Involve people affected with dementia in shaping our marketing strategies and executions
- Seek opportunities to deepen audience engagement – cross promoting services and products, or helping supporters navigate other ways to get involved with the Society

- Provide marketing support to teams across the Society, and work across other parts of the Society's marketing as needed
- Produce reports and detailed evaluations of marketing activity – sharing best practice with other teams
- Working with media agencies, evaluating reports and making recommendations to increase campaign performance and prevent ad fatigue, identifying relevant innovations for marketing techniques
- Ensure that all creative and other work is appropriately tendered (where relevant), contracted and briefed.
- Monitoring brand guideline adherence and ensure marketing communications produced across the Society are on brand. This includes visual identity, tone of voice and house style.
- Help to maintain the Alzheimer's Society photo library, organise photo shoots when required and ensure the appropriate use of the Society's images both in print and digitally.
- Work closely with the Senior Marketing Manager's and other Marketing Executive's, providing project management and campaign assistance when 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)
Solid experience and understanding of brand and marketing - within the not-for-profit sector or other organisations	A/I
Demonstrable project management skills - experience of project managing large-scale marketing campaigns within a large organisation	A/I
Experience of producing a wide range of marketing communication materials across different marketing channels	A/I
Experience of digital and social media marketing	A/I
Experience working with external agencies – briefing and managing creative suppliers	I
Experience of working with brand guidelines – reviewing creative, copy and concepts for fit with brand	I
Excellent communication skills	A/I
Excellent copywriting skills	A/I
Experience analysing audience data and designing marketing activity based on this insight	I
Demonstrable creative thought and the ability to review creative concepts	I
Analytical skills to be able to evaluate marketing data and measure campaign success	A/I
In touch with latest thinking on marketing techniques	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

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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