

Fundraising Innovation Manager

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.

Fundraising Innovation Manager

Position in the organisation

Reports to the Senior Innovation and Integrated Appeals Manager

Member of the Events Team

Part of the Income & 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.

This role's purpose is to work with the Senior Innovation and Integrated Appeals Manager to lead the Fundraising Innovation team in supporting innovation across the department. You'll manage two officers to both lead innovation directly and to support and upskill others to innovate. You will work to improve our existing fundraising products and lead new product development sprints to design new one from scratch. You'll also give advice and coaching on workshops, testing and agile working, helping train others to work in this way.

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

- Manage the Fundraising Innovation Officers, supporting and challenging them to develop and improve fundraising products.
- Champion innovation across the department, building relationships and spotting and pursuing new opportunities.
- Develop a pipeline of innovations, informed by audience insights and the business needs.
- Support the team to reflect on and improve ways of working.
- Deliver idea generation workshops, mostly online and occasionally in person.
- Support the team to map assumptions and design tests for these using tools like supporter feedback and smokescreen testing.
- Lead or sponsor other team members to lead new product development sprints to create and test new fundraising products from scratch.
- Help team members to manage products through their launch lifecycle, working with multiple stakeholders across teams to deliver against objectives.
- Monitor and evaluate tests and pilot products, sharing best practice, learnings and recommendations across teams.
- Keep abreast of market trends, competitor product and the fundraising sector.
- Give advice on workshops, testing and problem solving, using coaching and upskilling as appropriate.

- Support other teams to adopt more agile ways of working, drawing on principles and mindsets as well as specific techniques.
- Keep stakeholders at all levels informed and engaged about the progress of new products and other innovations.
- Manage external relationships with innovation agencies and other suppliers, regularly evaluating their service and initiating tendering processes when necessary.
- Manage and monitor budgets, ensuring activities are delivered to budget and we invest our resources strategically.

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)
Proven track record of working in an innovation role	A/I
Knowledge of the innovation cycle and/ or agile ways of working	A/I
Demonstrable experience of working in fundraising products/events and/or individual giving	A/I
Experience facilitating workshops	A/I
Experience developing new fundraising products from concept through to launch	A/I
Experience in championing innovation across a wider organisation	A/I
Experience in testing products	A/I
Line management experience	A/I
Competencies & personal attributes	Application (A) or interview (I)
Excellent communication skills, both verbal and written	A/I
Excellent problem-solving abilities	A/I
Excellent attention to detail	A/I
Ability to work independently and collaboratively as part of a team	A/I
Ability to manage a range of complex projects and deadlines, with excellent stakeholder management skills	A/I
Ability to understand and interpret complex data & make recommendations based on analysis	A/I
Innovative, curious and creative thinker	A/I
Self-driven and results oriented, takes initiative	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