

Participant Experience Officer

Job description

It will take a society to beat dementia. Alzheimer's Society.



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.

Participant Experience Officer

Position in the organisation

Reports to the Senior Participant Experience Manager

Member of the Participant Experience team

Part of the Events team, within the 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.

Working across the Events team, the Participant Experience Officer will support the strategic planning, development and implementation of our Event participants' supporter journeys. This includes working on a wide range of activities such as Memory Walk, Trek26 and third party runs and challenges.

This role will both advise on and directly implement multi-channel communications journeys, from the point of registration through to event day and beyond. This will include working with internal and external stakeholders to coordinate owned and paid stewardship channels, such as email, mail, social media, SMS and phone. The post holder will support the testing and evaluation of stewardship across Events, ensuring continual development of our participant experience.

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

- To work with the Senior Participant Experience Manager, Participant Experience Manager and other Participant Experience Officers to oversee the supporter experience of all event participants.
- Form close working relationships with other teams, including Event Leads, Omnichannel, Data Analysis, Digital Engagement, Supporter Care and Regional Engagement to develop and maintain the best supporter experience.
- Contribute to the planning and development of event participant and volunteer stewardship journeys and deliver areas of responsibility.
- Lead and advise on the implementation of stewardship communications across a range of channels, including mail, email, SMS, social media and phone.
- Manage relationships with external agencies (including fulfilment houses) to ensure best value and optimum levels of service at all times.
- Work with the Participant Experience Assistants to implement agreed elements of Events stewardship journeys.
- Lead cross team working groups, maximising the experience of the wider Events team to achieve shared goals.
- To be responsible for a portion of the Participant Experience expenditure budget, ensuring activities are delivered to budget, performance is tracked and investment maximised.

- To be responsible for developing robust data analysis and testing processes across events stewardship campaigns.
- Analyse the progress and impact of our supporter experiences, providing support to live campaigns and feeding into event evaluations with recommendations.
- Share best practice, learnings and recommendations across the wider Events and Fundraising teams.
- To produce engaging and inspiring communications for supporters to increase payer rates and average gift.
- Support innovation around stewardship activities and techniques, sharing best practice and ensuring application across multiple products.
- Keep abreast of market trends, competitor products and the fundraising sector to drive improvements in the event participant experience.
- Support the development and continuous improvement of stewardship processes, frameworks and standards.
- To identify and implement improvements to ways of working.

Other tasks

- Contributes to the overall Events team gross income target of c.£24m.
- Responsible for managing part of the Participant Experience budget (no budget sign-off)
- To uphold data protection regulation at all times.
- To undertake any other duties of projects commensurate with the nature and grade of this post as 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)
Experience of supporter experience within the not-for-profit sector, and a good understanding of the role of stewardship.	A/I
Experience of developing and delivering multi-channel supporter journeys.	A/I
Able to manage a range of complex projects and deadlines.	A/I
Able to interpret complex data and make recommendations based on analysis.	A/I
Experience of working with external agencies and developing supplier relationships.	A/I
Experience of working with email campaign management systems (such as Dot Digital or similar).	A/I
Good delegation, negotiation and influencing skills.	A/I
Able to problem solve and implement solutions.	A/I
Knowledge of fundraising databases.	A/I
Knowledge of data protection and legislation on consent.	A/I
Advanced knowledge of Microsoft Office suite including Word, Excel and PowerPoint.	A/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 with a high level of motivation.	A/I
Good organisational and timekeeping skills.	A/I
Good 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



Our benefits



Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contributions 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 cooselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- 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