

Fundraising Development 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 Development Manager

Position in the organisation

Reports to the Senior Philanthropy Manager

Member of our Development team within Philanthropy.

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.

This role is vital to the success of Alzheimer's Society's fundraising and engagement activities which are led and supported by our Development boards. The role plays an important part in the delivery of our Insurance United Against Dementia (IUAD) campaign, a movement in partnership with senior level supporters from the insurance industry. The role is responsible for securing and maximising income from multiple channels, including our annual flagship industry fundraising event – Insurance Day for Dementia, supporting individual and team high value fundraising challenges, and leading communications activity with these influential supporters and their sector, utilising relationships with industry media and tools including LinkedIn.

To achieve success, you will manage relationships with insurance industry professionals at the highest levels. Adding to the opportunities that this role presents, it also supports where required on activities through Sport United Against Dementia (SUAD), our comparable campaign led by some of the most senior figures in the world of sport. This may include developing tools for industry supporters and activities, or supporting activation opportunities at exciting sporting events.

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

Relationship Management

- Lead on relationships with key IUAD Board members – senior leaders from the Insurance industry – to maximise events and communications opportunities, to maintain and maximise supporter motivation and engagement.
- Lead IUAD events and communications working groups / workstreams, successfully influencing, negotiating with, and aiding board members to achieve success.
- Develop relationships with IUAD Ambassadors group and other informal industry supporters – a wider group of senior volunteers and industry colleagues who can support specific areas of activity based on interest, expertise and capacity.
- Build and maintain effective and productive relationships with staff and volunteers at all levels, to maximise opportunities and income for the Society.

- Develop and cultivate own insurance network to further the growth of IUAD.

Fundraising

- Play a leading role in the strategy, planning, delivery and growth of our annual industry fundraising day, the Insurance Day for Dementia – from marketing to stewardship, helping the event to continue growth toward a £500,000 annual target.
- Develop and deliver new, in-year and multi-year fundraising events, beneficiary activity, and industry challenges.
- Influencing key stakeholders such as IUAD Board Members, IUAD Ambassadors, and new IUAD Champions network, to increase income generation and awareness opportunities.
- Project manage our involvement in industry awards and conferences, or other third-party fundraising events.
- Facilitate individual and collective supporters who organise their own fundraising challenges, activities, and events to support IUAD and Alzheimer's Society
- Provide first class stewardship and recognition to all supporters.
- Represent IUAD at internal and external meetings, events, and presentations as appropriate.
- Work closely with the wider team to identify new prospects and opportunities for IUAD and other development boards, through research, networking and other tasks as required.
- Support activation logistics, volunteer recruitment and deployment, and on the day activity for fundraising/awareness moments secured by our Sport United Against Dementia (SUAD) board and campaign, as required.

Communications

- Lead on development and delivery of communications strategy for IUAD, proactively identifying ways to promote the campaign to maximise fundraising and awareness.
- Working closely with Development Boards Lead and Senior Philanthropy Manager, develop and deliver compelling campaign messages and case for support for IUAD and other Development Boards as required.
- Influence wider team and external stakeholders to support the communications strategy to further our aims and ambitions.
- Lead on management of exhibitions and conferences where the boards have a presence – preparing briefings on objectives, logistics, exhibition stands, collateral and evaluation.
- Manage social media accounts and webpages for IUAD, liaising with wider internal teams and Board Members to secure support and make the most of opportunities, and align to Alzheimer's Society principles and key messaging
- Manage relationships with internal press team to ensure campaign press releases are of the highest standard, delivered to deadlines, and contain appropriate messaging.
- Prepare regular updates about the work of the Society and successes of the IUAD campaign to share ahead of and between, monthly board meetings, and with wider supporters of activity.

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)
Extensive experience of working in a high-value fundraising team or equivalent environment.	A/I
Proven track record of meeting and exceeding financial and KPI targets.	A/I
Proven experience of managing relationships with senior stakeholders confidently and with diplomacy, forming trusted relationships and pre-empting their needs.	A/I
Experience of writing external communications and online content for promotional purposes.	A/I
Experience of gaining support through written proposals and face to face meetings.	A/I
Experience of successfully leading projects from start to finish, including event management experience.	A/I
Experience of managing finances and working with fundraising databases.	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 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

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