

Head of Audience Strategy

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.

Head of Audience Strategy

Position in the organisation

Reports to the Associate Director of Brand, Insight and Marketing

Line manages 1x Audience Insight Lead, 3x Senior Data Analysis Managers, 1x CRM Strategy Lead and 1x Senior Omnichannel Engagement Manager

Part of our 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.

The last few years have seen unprecedented growth in the public profile of dementia, driven in part by the growing size, impact and ambition of Alzheimer's Society – the UK's leading dementia charity. In the past five years, our fundraising income has increased by nearly 50%, and our one-to-one dementia support services routinely reach over 100,000 people per year, with many hundreds of thousands more accessing our world-leading dementia support information via our digital and print resources.

As the Society enters its next phase, we're laying the foundations for even more ambitious growth. We need to ensure that everyone who needs dementia support today can access it, while constantly improving our ability to attract, engage and retain the donors, volunteers and campaigners who so generously give money, time and voice to deliver enduring change.

Crucial to this next period is strategic audience development: driving growth by being clearer about who we need to engage, why, and how. As Head of Audience Strategy, you will develop a comprehensive strategy that delivers a step-change in the maturity and effectiveness of audience insight at Alzheimer's Society. Built on a range of high-quality insight, data analysis and modelling, the strategy will reflect the evolving relationship to dementia and our Society among the public and other key external stakeholders. This will span attitudes, perceptions, behaviours, preferences and propensity to engage, whether as beneficiaries, supporters or influencers.

Working closely with senior leadership, the strategy will identify the priority groups we need to engage to drive sustainable growth across all areas of engagement. You and your team will then work with external-facing teams to break this down further: supporting teams to develop acquisition and engagement strategies which feel truly audience-led, and enabling their delivery through your omnichannel team – orchestrating warm supporter communications and journeys – to ensure we're growing the right audiences to meet our objectives.

A priority will be ensuring that teams have the right tools to understand, segment and target their priority audiences. This will range from overseeing the creation of accessible and actionable libraries of insight, to working with external partners and optimising internal policies, processes and systems to enable audience development. You will also be responsible for supporting teams to generate high-quality evaluations of activity in relation to audience goals – using these to capture new insights that improve our overall understanding and demonstrate the value of your team.

At all times, you'll act as a passionate, articulate champion of the power of audience strategy. You will lead senior conversations across the Society about what we know and wish to achieve with our audiences and constantly seek opportunities for your team to support others to enhance their impact and deepen their engagement.

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

Strategy and leadership

- Develop and implement a Society-wide audience strategy that demonstrably helps to drive growth by clearly laying out the key groups that Alzheimer's Society needs to engage (including how and why) to progress different areas of our activity.
- Support senior stakeholders to create sub-strategies that help directorates and departments working on specific activities, campaigns, content and channels to clarify their target audiences for engagement (acquisition and retention) to drive growth and impact.
- Develop strong internal networks to understand different engagement strategies and plans, including cross-cutting functions (e.g. Strategic Communications, Strategic Marketing Planning), and seek opportunities to enhance these through high-quality audience insight.
- Act as our leading ambassador and spokesperson for audience strategy and insight, representing our audience knowledge and approach in senior forums as well as with key external partners (e.g. media and creative agencies).
- Lead the strategic development and delivery of our direct communications and journeys to warm supporters, evolving these to reflect supporter preferences (volume, channel, content) while meeting the demands of diverse teams across the Society.
- Lead the evaluation of you and your team's contribution, developing a high-performance culture and demonstrating the benefits of a more strategic approach to audience insight in terms of driving growth and impact.

Audience insight, data analysis and warm communications delivery

- Oversee the co-ordinated delivery of high-quality insight, analysis and delivery from your teams, ensuring that their outputs meet the strategic and operational needs of the Society at large, and individual marketing and engagement teams.
- Lead the continuous improvement of practice within your teams to improve the efficiency and effectiveness of how insight is generated, communicated and applied, including keeping up to date with new developments (e.g. role of AI in accelerating analysis).
- Lead the synthesis of key insights from the Audience Insight and Strategic Data Analysis teams to ensure we maintain a unified and actionable overall view of our audiences.
- Lead the interrogation of holistic trends and insights to identify opportunities to increase engagement, as well as key risks or other considerations to support senior stakeholders.
- Lead the development and management of systems for collating and sharing audience insights, ensuring they are accessible and actionable and continuously optimised.

Enabling tools and processes

- Use your understanding of our audiences and audience strategies to ensure our policies, processes and systems are optimised to grow engagement in line with our ambitions.

- Act as the senior responsible owner within the Income & Engagement directorate for centrally held matters relating to our ability to implement audience development strategies (e.g. privacy statements, consent, data quality).
- Act as lead representative for our audience development needs in internal programmes related to the development of relevant policies, processes and systems.

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 in developing and implementing audience or engagement strategies	A/I
Extensive experience of a wide range of digital and non-digital marketing channels and techniques, ideally including fundraising	A/I
Familiarity with diverse qualitative and quantitative research methods, data analysis and the strategy of warm customer communications and journeys	A/I
Good understanding of the principles and use of key statistical and analytical techniques and tools, e.g. predictive modelling, Power BI / Python, and how these can be combined and optimised to develop actionable audience insight	A/I
Experience of collaborating with internal stakeholders to identify key business challenges and develop strategic solutions through your specialism	A/I
Experience of designing and delivering insight strategies to improve the completeness, accuracy and actionability of an organisations' view of its customers	A/I

Ability to translate complex and multi-disciplinary data and insights into clear, actionable strategies to inform engagement campaigns, content and communications, and product strategy	A/I
Experience in the effective use of CRM systems and related engagement platforms to analyse, manage and make best use of audience data	A/I
Exceptional leadership and influencing skills, with the ability to build strong relationships with senior stakeholders and motivate cross-functional teams.	A/I
A passion for our cause and the Society's ambition to drive significant growth across all our engagement channels in the coming years	A/I
Knowledge of GDPR and other compliance processes, including their implications for optimising audience engagement	A/I
Experience of planning and managing complex six/seven-figure project or departmental budgets	A/I
Experience of monitoring, evaluating, and continuously enhancing the contribution made by specialist support functions to other teams' results	A/I
Understanding of talent acquisition, management & development – including valuing the contributions everyone can make, due to their uniqueness	A/I
Experience of driving a high-performance culture through clear accountabilities, objective setting and performance management	A/I
Experience of proactively seeking and acting on feedback and external perspectives to enhance own performance, both in term of specialist area and leadership skills	A/I

Competencies & personal attributes	Application (A) or interview (I)
Exceptional communication and presentation skills, including and especially to senior stakeholders	A/I
Ability to make complex information accessible, captivating and actionable	A/I
Proven ability to lead high-performing, specialist teams that support, guide and respond to the work of stakeholders across a large, complex Society	A/I
Ability to work autonomously and accountably with minimal direction	A/I
Exceptional diplomacy, tact, and stakeholder management / influencing skills	A/I
Outstanding attention to detail and time management skills	A/I

Able to use creative thinking beyond existing parameters to find original and fresh solutions – and supporting others to do the same	A/I
Comfortable giving direction and making decisions where there is ambiguity	A/I
Able to help others develop focus and clarity in what they are trying to achieve	A/I
Ambitious, innovative, creative, target-driven and self-motivated	A/I
Experience of leading – or supporting others to lead – the prioritisation, progression, and delivery of strategic projects alongside day-to-day operations	A/I
Proven ability to quickly understand, engage with and analyse complex detail – balanced with an ability to think more broadly, creatively, and strategically	A/I
Comfortable in giving appropriate control, authority, or resources to others to achieve shared aims	A/I
Able to remain calm and resilient under pressure, even when faced with competing demands, ambiguity, and time pressures	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