

Marketing Manager (Brand)

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 Manager (Brand)

Position in the organisation

Reports to the Senior Marketing Manager (Brand)

Member of our Brand Marketing team

Part of the Brand, Marketing and Communications department

Part of our Income and Engagement directorate

Purpose of this role

We are Alzheimer's Society, the UK's leading dementia support and research charity, and we're working towards a world where dementia no longer devastates lives.

Dementia is the biggest health and social challenge of our time. There are currently estimated to be 900,000 people in the UK with dementia. Many are undiagnosed and facing the realities of their condition alone. We're here to improve the experience of dementia now – and to completely transform it in future.

It will take a society to beat dementia. That's why we're proud to be made up of people with dementia, carers, trusted experts, campaigners, researchers and clinicians. With 1,800 employees, more than 4,700 volunteers and three million Dementia Friends, we are the UK's largest collective force of people with unparalleled knowledge and over 40 years of experience addressing the biggest challenges facing people living with dementia.

The Marketing Manager (Brand) helps achieve this mission by supporting the delivery of our mass communication brand campaigns and marketing activations that will deliver against key areas of our organisational strategy.

It's an incredibly exciting time to join the Brand Marketing team, following a series of powerful national, multi-channel brand campaigns over the last four years, including The Ultimate Vow, The Long Goodbye and, currently, A Personal Appeal. These brand campaigns, alongside tactical brand activations and partnerships across the year, have been vital to growing awareness of the problem of dementia and Alzheimer's Society's unique role in tackling its devastation.

We are now looking to build on this to reach even more people who need our support, want to donate, or can help us make dementia a bigger public priority. We have a fantastic team – including creative and media buying and planning partners – to collaborate with, gain inspiration from and continue to build bold, sector-leading, award-winning creative work alongside.

This role will be responsible for supporting the Senior Marketing Manager (Brand) and line managing the Senior Marketing Executive (Brand) to develop and deliver the third advert in the A Personal Appeal series, execute innovative brand activations and help build our brand strategy.

You will lead and galvanise internal teams and external agencies to develop and deliver powerful marketing campaigns, media plans, key messaging, FAQs and more. You will work with, and influence, key stakeholders to ensure internal preparedness for new brand campaigns and activations. And you'll be insights-led, ensuring everything the team produces is rooted in a deep understanding of our audiences, their needs and the value we can bring, as well as the marketplace we operate in.

We're looking for someone who's a strategic thinker, with extensive experience in developing and project managing national, multi-channel, integrated campaigns and a natural ability to build strong relationships, working collaboratively with stakeholders at multiple levels across our department and the wider organisation.

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

- Plan, execute and manage high-profile, nationwide, cross channel, integrated marketing campaigns and activities, building strong relationships with a range of internal and external stakeholders from across the charity and core creative agencies.
- Lead and deliver internal communications strategies for multi-channel, high-profile brand campaigns across different levels of organisation, building strong relationships with key stakeholders and supporting the Senior Marketing Manager (Brand) to influence senior stakeholders.
- Responsible for the line management and personal development of the Senior Marketing Executive (Brand).
- Feed into the development of the brand strategy, ensuring it's insight-led and aligned with overall long-term brand and organisational aims.
- Ensure all creative outputs across brand campaigns are consistently of a high quality, on brand, and inclusive of key learnings from audience insight testing.
- Lead on brand campaign evaluations in accordance with KPI's and core objectives.
- Oversee and manage the development of paid media strategies for brand campaigns, tactical media activity and brand buzz across channels including digital, out of home, AV and print.
- Support fundraising colleagues to develop key fundraising products and identify opportunities for integration.
- Make recommendations to ensure the organisation's brand marketing budget is used effectively to achieve objectives, overseeing budget lines where appropriate.
- Support with awards submissions for the Brand Marketing team, writing persuasive entries grounded in robust data and evidence.
- Deputise for Senior Marketing Manager (Brand) 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)
Solid experience and understanding of both brand and marketing - within the not-for-profit sector or other organisations	A/I
Experience working with external media and creative agencies	A/I
Demonstrable experience of managing and delivering large-scale, successful, multi-channel marketing campaigns to tight timelines	A/I
Experience of working with brand guidelines – reviewing creative, copy and concepts to ensure a consistent brand experience	A/I
Experience analysing and using audience data to design compelling marketing campaigns and partnerships	A/I
Experience of managing, developing and delivering multi-channel paid media strategies	A/I
Strategic thinker with the ability to monitor, collect and analyse data to make clear decisions and recommendations	A/I
Strong communicator with ability to build relationships and influence key, often senior, stakeholders	A/I
Highly numerate, with experience managing, tracking and implementing significant budgets up to £3m	A/I
Experience in line management	A/I
A genuine interest in the world of marketing, from eye-catching campaigns to new techniques	A/I

Competencies & personal attributes	Application (A) or interview (I)
Excellent attention to detail	A/I
Able to work both independently and collaboratively and prioritise your workload effectively	A/I
Strong interpersonal and stakeholder management skills	A/I
Ability to combine both creative and analytical thinking	A/I

Excellent communication skills, both verbal and written	A/I
Excellent organisational and timekeeping skills	A/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

Follow us on Twitter and Instagram @Alzheimerssoc and Like us on Facebook or check out Alzheimer's Society YouTube channel [youtube.com/AlzheimersSociety](https://www.youtube.com/AlzheimersSociety)

Criminal Record Check

This post may be subject to a satisfactory Criminal Records Check, from either the Disclosure and Barring Service (England & Wales), Disclosure Scotland Check (Scotland) or AccessNI (Northern Ireland). Please select the level of Check required for this role:

Basic ☐

Enhanced ☐

Not Applicable ☒

Candidates - If you require further information regarding Criminal Records Check, then please contact: **careers@alzheimers.org.uk**

Hiring Managers - If you require further information regarding Criminal Records Check for this role, then please contact: **Employeesupport@alzheimers.org.uk**

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 & Dependents

- 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