

Online Communities Senior Volunteer Officer

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.

Online Communities Senior Volunteer Officer

Position in the organisation

Reports to the Online Communities Team Leader
Member of our Universal Services Team
Part of our Dementia Support and Partnerships directorate

Purpose of this role

At Alzheimer's Society we are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialists 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.

Delivering support online is central to our strategic ambitions to increase reach, impact and accessibility of our services for all people affected by dementia. Available to people 24 hours a day and every day of the year, we know that our Dementia Support Forum is a place where people get vital advice, support and information from others who often share similar lived experiences.

The Online Communities Senior Volunteer Officer will ensure the effective delivery of our Dementia Support Forum by managing the volunteers who help run the service. This includes planning and coordinating volunteer activity, providing guidance and training, and fostering a safe, inclusive, and supportive online environment.

You will be responsible for continually monitoring and reporting on the impact of volunteering within Online Communities, ensuring that our volunteer base aligns with the service requirements, and working closely with our Volunteering Team to recruit volunteers with the right skills and values and ensure their experience is fulfilling and impactful.

While your work will primarily focus on volunteering, all team members share a collective responsibility for ensuring the Dementia Support Forum remains a safe, supportive, and respectful environment for everyone who uses it. As such, you may from time to time be required to monitor forum activity and manage enquiries.

You will also support the continued evolution of the Dementia Support Forum alongside the broader transformation of digital service delivery and the development of an expanded, more inclusive Online Communities model.

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

- Volunteer Management:
 - Manage volunteers involved in the delivery of the Dementia Support Forum and other Online Communities initiatives.
 - Ensure volunteers have a positive, fulfilling experience and feel valued, confident, and clear on their impact.
 - Ensure volunteer activity aligns with Society policy and best practice.
 - Provide oversight for moderation tasks in a public online environment, ensuring safe, consistent decision-making in line with policy and the Online Safety Act.
 - Work with the Team Leaders to coordinate volunteer rotas/activity and ensure appropriate coverage across the Forum, including coverage for evenings and weekends.
 - Foster team cohesion and peer support among volunteers.
 - Lead on coordinating and managing volunteer events and away days, working with the wider Online Communities team to ensure active participation and smooth delivery.
- Growth: Work with the Volunteering Team to recruit, onboard, and develop volunteers, supporting growth and alignment with service needs.
- Safeguarding:
 - Champion safeguarding best practice, ensuring volunteers can identify and respond to concerns appropriately using clear escalation routes.
 - Help identify concerns and pass these on through established escalation routes, using risk-based judgement to manage safeguarding in a high-volume, user-generated content environment.
- Resource Development: Lead on coordinating the development and maintenance of volunteer documentation, training materials, communications, and guidance, working with the wider Online Communities team to ensure resources remain clear, consistent, and up to date.
- Reporting: Report on volunteer status, activity and service impact, preparing updates and providing insights to inform volunteer development and service improvements.
- Digital Transformation:
 - Support delivery of digital service and transformation projects, embedding collaboration and continuous improvement.
 - Provide input to ensure volunteer practice, user safety and digital risk are fully considered in platform development, particularly in relation to Online Safety Act requirements.
- Digital Adoption: Support the adoption of new tools and processes, with a focus on ensuring volunteers understand and engage with changes.
- Cross-Functional Engagement: Work collaboratively with colleagues across the Society to ensure alignment with organisational priorities.
- Online Communities Support: Uphold community guidelines, support moderation workflows, and respond to member enquiries to promote safe and constructive interactions.
- General Duties: Undertake any other duties or projects commensurate with the nature and grade of the post as required.

We are looking for someone who can...

- Work in a manner that facilitates inclusion, particularly of people with dementia, and ensure that lived experience informs Online Communities.
- Engage confidently with volunteers and colleagues at all levels.
- Support a collaborative team culture focused on equity, inclusion, wellbeing and continuous development.
- Promote and uphold safeguarding best practice in all aspects of forum delivery and volunteer engagement.
- Enable volunteering activities, ensuring all volunteers feel confident, supported, and valued.
- Build strong relationships with other Universal Services teams and teams across the Society, including Volunteering, Service Development and Quality.
- Champion continuous improvement by sharing ideas and feedback to help shape the future of our online communities and enhance the volunteering experience across Universal Services.
- Manage time effectively while working remotely in a fast-paced digital service, delivering high-quality work to deadlines.
- Promote the impact of Online Communities internally and externally.
- Take ownership of personal learning and contribute to a culture of growth.
- Travel as required by the role, including occasional overnight stays.
- Uphold policies and standards, supporting others to do the same.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Volunteer management	
Experience of managing, supporting or coordinating volunteers, staff or other team members.	A/I
Ability to coach and support volunteers with different learning styles.	A/I
An understanding or willingness to learn about the Health & Safety and the Mental Capacity Act.	A/I

Able to make informed decisions and respond to challenges or conflict with empathy, clarity, and confidence, maintaining a calm, professional, and solutions-focused approach.	A/I
Experience of designing and developing guidance and/or training materials.	A/I
Experience working collaboratively across varied teams.	A/I
Community Engagement and Inclusion	
Understanding of the requirements of a service aimed at supporting vulnerable people, and the complex practical, emotional, physical, and mental health needs of service users.	A/I
Understanding of safeguarding principles and how they apply in online settings.	A/I
Knowledge of dementia and issues around dementia care.	A/I
Experience working or volunteering in a charity, health, or social care setting.	A/I
Collaboration and Communication	
Collaboration skills, with experience working across teams and with external partners to deliver shared goals.	A/I
Experience engaging with and supporting online communities, with an understanding of moderation practices and community dynamics.	A/I
Ability to communicate complex or sensitive information clearly and quickly, adapting style for volunteers, colleagues, and service users.	A/I
Technical Skills and Digital Confidence	
Strong digital literacy with the ability to navigate, learn, and troubleshoot online systems used for community management, moderation, and volunteer engagement.	A/I
IT skills and confidence using digital tools, with the ability to quickly learn new systems.	A/I
Confident using Microsoft 365 tools (e.g. Teams, SharePoint, Outlook) to collaborate and communicate effectively in a remote team.	A/I
Ability to analyse information (e.g., user reports, system alerts, volunteer feedback) and act quickly to maintain a safe online environment.	A/I
Other	

Experience of working independently in a remote or hybrid environment whilst managing competing priorities and deadlines.	A/I
Experience supporting or contributing to change and/or digital transformation projects.	A/I
Comfort working in a dynamic, high-volume service where rapid decision-making and digital agility are essential.	A/I

Competencies & personal attributes	Application (A) or interview (I)
Commitment to volunteering and an understanding of the value volunteers bring to delivery of support services.	A/I
A collaborative team player who supports colleagues, fosters a positive team culture, and knows when to ask for help.	A/I
A proactive self-starter with a solutions-focused mindset, strong organisational skills, and accountability for tasks.	A/I
Strong written and verbal communicator, able to adapt tone and style for different audiences and respond professionally across a range of situations.	A/I
Empathetic and inclusive, with a calm and focused approach under pressure; especially when handling sensitive or complex issues.	A/I
Committed to equality, diversity, and inclusion, with an understanding of how these apply in digital spaces.	A/I
Understanding of challenges and ways of working in the charity or non-profit sector.	A/I

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Criminal Record Check

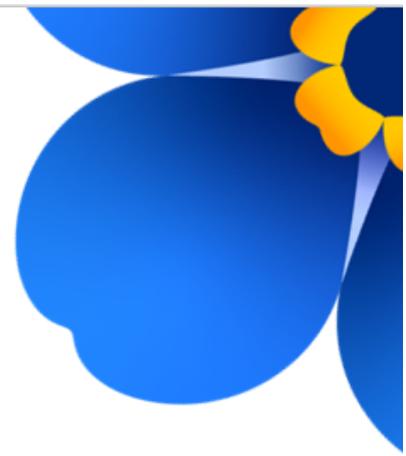
This post may be subject to a satisfactory Criminal Records Check, from either the Disclosure and Barring Service (England & Wales), Disclosure Scotland Check (Scotland) or AccessNI (Northern Ireland). Please select the level of Check required for this role:

- 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 & 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