

Proposition

Development Manager

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.

Proposition Development Manager

Position in the organisation

Reports to the Senior Proposition Development Manager

Member of our High Value Operations team.

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.

In an exciting and varied role, the postholder will develop compelling and engaging propositions that will strengthen our ability to reach ambitious income and growth targets. This role will work collaboratively with the Senior Proposition Development Manager to meet with teams across the organisation in order to understand key plans, impact models and budgets for our future work. You will draw on your strong copywriting skills to craft these propositions into compelling narratives for high value fundraising, working closely with fundraisers from across Corporate Partnerships and Philanthropy to support their aims.

Alongside this, you will use your project-management skills to spearhead key projects that strengthen the rigour and effectiveness of our teams.

Comfortable with working in a changing landscape and operating in ambiguity, this role will work closely with the Corporate, Philanthropy and Development teams, alongside Research and Service teams, to drive meaningful propositions that inspire support.

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

Proposition development:

- Work closely with the Senior Proposition Development Manager to develop a range of compelling funding propositions that support the income and growth ambitions of the High Value Partnerships and Legacies Directorate.
- Utilise supporter data and information to create compelling fundraising propositions, spotting gaps and opportunities to write up current activity into inspiring communications, as well as lead on resources for newly launched projects.
- Build internal networks to allow you to translate Alzheimer's Society's activity into compelling resources that articulate the need, solution, budget and impact of our work. You will use this information to support compelling funding proposals and approaches.
- Alongside the Senior Proposition Development Manager, proactively share information about 'priority propositions' in a range of formats, including by facilitating working groups and on team-wide webinars.

Relationship management:

- Build relationships with key stakeholders across the organisation, including in Research, Dementia Support and Partnerships (Services) and Campaigns and Influencing, to understand priorities and work closely with key stakeholders to decide how activity can be packaged up.
- Work collaboratively with Corporate, Philanthropy and Legacy teams to understand supporter needs and the role propositions can play in enabling Alzheimer's Society to reach our ambitious income goals.

Creating compelling narratives:

- With support from the Senior Proposition Development Manager, create compelling new narratives including relevant data, impact and evaluation information.
- Responsible for leading on a range of compelling written resources that can be utilised across high value fundraising. Lead on co-ordinating other creative content when required, such as video.

Project management:

- Working closely with the Senior Proposition Development Manager, manage the end-to-end delivery of specific projects that strengthen our fundraising rigour and support high value asks.
- Lead on projects that develop clearer processes across multiple teams that enable high value fundraising. For example, strengthening processes around oversight of restricted funding asks.

Other:

- Act as part of an expert resource on propositions for Alzheimer's Society staff and supporters.
- Undertake any other duties appropriate to the scope and seniority of the role, as required.
- Represent Alzheimer's Society at both internal and external events, meetings and presentations.

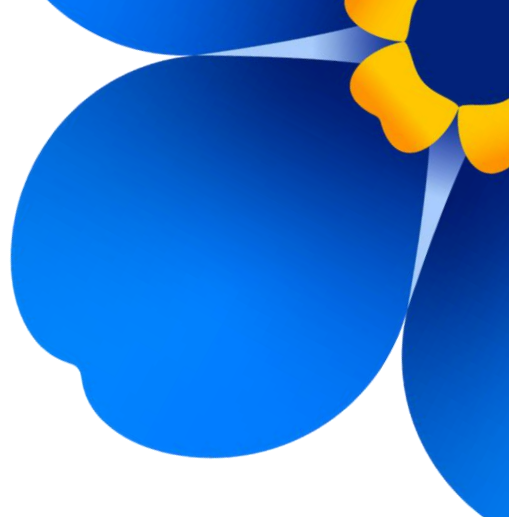
We are looking for someone who can...

- 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)
Demonstrable experience of utilising propositions for a high value audience.	A/I
A good understanding of the needs of high value audiences, including corporate partners, philanthropists, trusts, foundations and legacy supporters.	A/I
A track record of producing good, persuasive written copy that can inspire an audience.	A/I
Able to proactively build relationships and networks – working with teams from disparate parts of the organisation to work together.	A/I
Able to influence and negotiate, including at senior levels, to achieve required outcomes.	A/I
Effective organisational and project management / prioritisation skills.	A/I
Able to use initiative, prioritise and demonstrate a problem solving and solutions focused approach.	A/I
Able to demonstrate sound judgement and make recommendations based on knowledge and insight.	A/I
Comfortable giving direction and making decisions where there is some degree of ambiguity.	A/I
Confidence in preparing, analysing and adapting project budgets.	A/I
Champions the diverse needs of people affected by dementia.	A/I
Familiarity with MS Office and fundraising databases.	A/I
Proactively build relationships with internal and external stakeholders and supporters at all levels.	A/I

Competencies & personal attributes	Application (A) or interview (I)
Excellent communication skills, both verbal and written.	A/I
Ability to operate within ambiguity and to be agile when plans change	A/I
Work collaboratively and be able to prioritise your workload effectively and remain solution focussed throughout your areas of work.	A/I
Good interpersonal and interpretation skills, which enable you to have open jargon-free conversations with the business.	A/I
Excellent organisational and timekeeping skills.	A/I
Excellent attention to detail.	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
Able to see beyond existing parameters and processes to find original and fresh solutions.	A/I
Shares knowledge and skills to develop others and support learning.	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 coooselling
- 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