

Campaign Partnerships 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.

Campaign Partnerships Manager

Position in the organisation

Reports to the Head of Influencing Campaigns and Mobilisation.

Member of our Evidence, Policy and Influencing team.

Part of our Research and Influencing 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 key to Alzheimer's Society's ambitions to drive major policy change across England, Northern Ireland and Wales. The Campaign Partnerships Manager will work across Evidence, Policy and Influencing, and the wider organisation, to ensure that our influencing and campaigning priorities are delivered through some of our most exciting partnerships and outlets, including our Mail Metro Media partnership. The post holder will operate in a highly complex and ambiguous environment and will be responsible for identifying, planning, generating and delivering influencing content that furthers our policy calls, whilst aligning with the wider strategic aims of the organisation.

The Campaign Partnerships Manager will foster highly effective internal relationships with key stakeholders in order to deliver integrated activity and content. They will identify and build relationships with external spokespeople and storytellers, with responsibility for spotting opportunities for new angles and content that supports Evidence, Policy & Influencing to maximise the impact of our media partnerships for our policy objectives. The post holder will work strategically with other managers to determine how our partnership content complements other influencing activity, whilst also supporting work to translate complex policy into public messaging, with a specific focus on bespoke messaging for the partnerships.

The post holder will be critical in identifying and developing content that is impact-focused, with an instinct for when to engage mass audiences. They will be instrumental in developing our relationships with other teams across the organisation, including, but not limited to, colleagues in Media, Social Media, Marketing and Brand and Fundraising. Key to the success of this role is engaging others in delivering policy change, sharing robust evidence and stories that inspire people to support our objectives.

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

- Develop and deliver a strategic integrated communications plan to support influencing content showcased through the Mail Metro Media partnership.
- Develop, generate and oversee the execution of high-quality influencing content, in line with our policy and influencing objectives and agreed organisational priorities.
- Work collaboratively with teams across Evidence, Policy & Influencing and the wider organisation to spot opportunities for new angles and content that supports Evidence Policy & Influencing to maximise the impact of our organisational partnerships, in furtherance of policy change.

- Act as the point of contact for the Evidence, Policy and Influencing team for enquiries relating to the Mail Metro Media partnership.
- Be responsible for preparing media comments and responses, with sign-off for media stories.
- Work with Influencing colleagues across all nations to ensure that partnership activity is tailored to the context and needs of the devolved nations.
- Coordinate and develop a 'live' content plan of influencing focussed evidence, op-eds and stories that we can feed into organisation wide content plans.
- Work collaboratively with the various teams across the organisation to gather feedback on the impact of these pieces and stay close to emerging themes and topics that are relevant to our area.
- Work collaboratively with the Research Communications team to align content and stories across the Research and Influencing directorate.
- Attend regular partnership meetings with the Media team and wider partnership project teams.
- Build relationships with external story tellers and campaigners whose stories highlight the systems behind their experience.
- Support with approaches to these stakeholders, taking a lead role in explaining our partnerships, their benefits and impact on our work.
- Work strategically with managers across Evidence, Policy and Influencing to determine how partnership content complements our existing thought leadership and media amplification strategy.
- Support with the wider Campaigns team's critical role in providing translation of complex policy into public messaging, with a specific focus on messaging for our external partnerships.
- Report progress on our influencing content and its impact to senior leadership and the board.
- Ensure the experience and insight of people with and affected by dementia informs our content, and that those we campaign with are increasingly representative of the dementia population.
- Embed everything you do in a systems leadership approach, working across organisational and geographical boundaries to achieve objectives.
- Build consistency and understanding around our influencing work across all three nations by developing a shared and equally relevant set of influencing priorities alongside other senior colleagues within the Evidence, Policy & Influencing team.
- Represent the Society externally.
- To adhere to, and champion compliance with, all relevant legislation that relates to lobbying 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

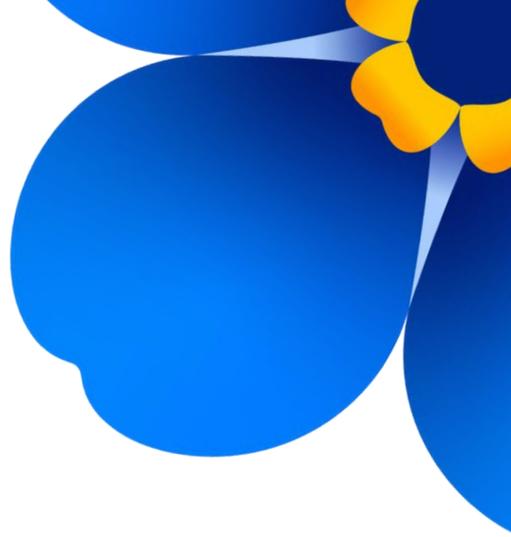
Skills & knowledge	Application (A) or Interview (I)
Experience of working in a complex policy environment.	I
Involved in leading policy change, resulting in tangible impact.	I
Operated and thrived in a fast-paced, complex environment.	I
Experience in developing press releases, media statements, op-eds and other communications.	A/I
Experience in developing campaigns that are collaborative and impact-focused, applying the appropriate tone of voice to specific opportunities and objectives.	A/I
Able to communicate effectively and build successful relationships with external and internal stakeholders.	A/I
Able to influence across geographical and organisational boundaries.	I
Experience involving patients, service-users and/or those living with long-term health conditions in your work.	I
Good project management skills with the ability to use attention to detail and planning to meet deadlines.	A
Understanding of the concept and practice of systems leadership.	I

Understanding and experience of translating policy into campaigning strategies and fundable propositions.	I
Pre-existing media training or the willingness to undertake media training.	A/I
Highly effective written and verbal communicator with experience of producing accessible, high-quality content.	A
Good analytical and presentational skills.	I
Able to translate highly complex data and developments into accessible and insightful commentary or recommendations.	A/I
Comfortable working with ambiguity and supporting others through change	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 with a determination to make a difference.	A/I
Effective organisational and timekeeping skills.	A/I
Good 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

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)

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 cooselling
- 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