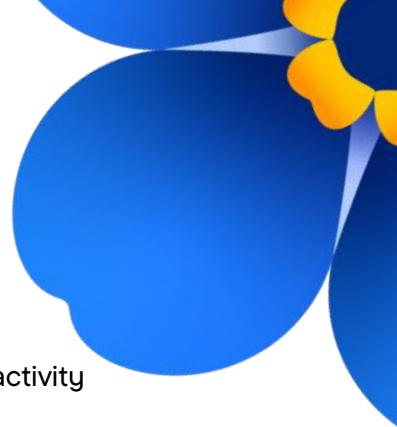


Senior Communications Officer (PPL Dream Fund)

Job description





Position in the Organisation

This role formally reports into the Senior Media Manager at Alzheimer's Society and is matrix-managed by a counterpart at Alzheimer's Research UK.

While the role sits in the media team at Alzheimer's Society, it supports media activity for the Blood Biomarker project only.

The post holder is required to work closely with peers across media, social media, research, influencing, celebrity, marketing, and digital teams at both Alzheimer's Society and Alzheimer's Research UK.

Purpose of this Role

Alzheimer's Society, Alzheimer's Research UK, together with the National Institute of Health Research, have jointly launched the game-changing Blood Biomarker Challenge which will revolutionise the way dementia is diagnosed.

The post holder will play a pivotal role in promoting this exciting research project which is possible thanks to a £5m award from players of People's Postcode Lottery (PPL). The Dream Fund gives organisations the chance to deliver the project they have always dreamed of, but never had the opportunity to bring to life.

We are looking for someone who can deliver a creative integrated communications plan that will successfully meet four aims:

- raise awareness of the importance of dementia diagnosis and tackle associated stigma
- communicate project milestones, progress, and outputs from the Blood Biomarker Challenge
- help recruit potential participants to join the research project
- raise awareness of this partnership and the Dream Fund

The post holder must be experienced in managing complex projects with multiple stakeholders. A background in healthcare communications would be beneficial.

Key Accountabilities and Responsibilities

- Deliver a strategic integrated communications plan to support the PPL Dream Fund Blood Biomarker Challenge
- Act as the comms lead for the project across Alzheimer's Society and Alzheimer's Research UK
- Build and embed collaborative ways of working across all partners
- Act as the point of contact for all media enquiries relating to the project
- Draft communications materials including key messages, press releases, Q&As, briefing documents, articles, blogs
- Be responsible for securing media coverage in target outlets
- Generate creative content to support the comms campaign including photography, video and infographics
- Arrange press conferences and photo calls as appropriate
- Brief senior internal and external media spokespeople
- Manage the relationship with comms partners at PPL

- Represent the two charities at meetings with external agencies and other bodies as requested
- Work with the celebrity teams at both Alzheimer’s Society and Alzheimer’s Research UK to maximise media opportunities presented by celebrity involvement
- Be responsible for reporting on and evaluating all comms activity
- Contribute effectively to the provision of a 24/7 media service
- Take on additional Blood Biomarker Challenge communications duties and activities as required, commensurate with the nature and grade of this post

We are looking for someone who can...

- Adhere to all service standards, policies and procedures of Alzheimer’s Society and Alzheimer’s Research UK
- 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	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Significant experience in a similar comms role	E	A/I
An ability to understand information and translate it into lay person terms in a timely and effective manner	E	A/I
Excellent understanding of the national media and its requirements	E	A/I

Evidence of having achieved significant and effective national media coverage for key projects and campaign activity, in line with organisational objectives	E	A/I
Experience managing high profile partnerships	E	A/I
An understanding of the political landscape and how to influence decision makers	E	A/I
Demonstrable experience of working in a high-profile media office	E	A/I
Knowledge of using social and digital media to increase reach and impact of communications	D	A/I
Strong interpersonal, presentation, promotional and communication skills	E	A/I
Ability to influence others with different priorities to achieve shared goals	E	A/I
Understanding of reputation management and crisis communications	E	A/I
Experience of developing media messages and briefing spokespeople	E	A/I
Experience of managing complex projects across a diverse organisation and/or with multiple stakeholders	E	A/I
Experience of supporting others to speak to the media	E	A/I
Experience working in healthcare comms	D	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	E	A/I
Excellent communication skills, both verbal and written	E	A/I
Strong interpersonal and interpretation skills will allow you to have open jargon-free conversations with the business.	E	A/I
Work collaboratively and be able to prioritise workload effectively and remain solution focussed throughout your areas of work.	E	A/I
Be a self-starter and incredibly motivated.	E	A/I

Excellent organisational and timekeeping skills.	E	A/I
Excellent attention to detail.	E	A/I
Non-judgemental communication	E	A/I
Commitment to and understanding of equal opportunities	E	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	E	A/I

Essential requirements are those, without which, the post holder would not be able to fulfil the responsibilities of the role. Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

This post will 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). If you require further information regarding Criminal Records Check, then please contact: careers@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 dependents 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