

Head of Talent, Ambassadors and Influencer Relationships 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.

Head of Talent, Ambassadors and Influencer Relationships

Position in the organisation

Reports to the Associate Director of High Value and Strategic Partnerships.

Member of the High Value and Strategic Partnerships 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.

The Head of Talent, Ambassadors and Influencer Relationships is a senior leadership role responsible for harnessing the power of public figures and sport to drive long-term engagement, profile, and impact.

Sitting within the High Value and Strategic Partnerships function, the role leads a joined-up strategy across celebrity talent, ambassadors, sport organisations, and broadcasters. Through bold, high-profile activations and trusted partnerships, the postholder will connect new and diverse audiences to the organisation's mission, values, and campaigns.

What Success Looks Like

- A clear, ambitious strategy that unites talent, ambassadors, Influencers and sport to drive national profile and public support.
- A credible, high-performing network of public figures who authentically champion the mission.
- Strong partnerships with key sport bodies and broadcasters.
- High-impact moments and campaigns that increase engagement, relevance, and organisational fame

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

Strategy and Leadership

- Develop and deliver an integrated strategy for talent, ambassadors, influencers and sport partnerships that supports organisational priorities, campaigns, and growth.
- Define how the organisation works with influential figures — from entertainers to athletes — to maximise reach, credibility, and public engagement.
- Lead and manage a small specialist team, while working closely with campaigns, media, fundraising, digital, and policy and influencing colleagues.

Talent and Ambassador Engagement

- Identify, secure, and manage relationships with celebrity supporters, ambassadors, and influencers, aligned to clear objectives and outcomes.
- Build and maintain strong relationships with agents, managers, and representatives.

- Design and grow a structured, diverse ambassador programme that amplifies lived experience and authentic storytelling to deliver profile and credibility for the Society.

Sport and Broadcaster Partnerships

- Develop strategic partnerships with sport's governing bodies, clubs, leagues, broadcasters, and sport talent to deliver national reach and impact.
- Act as a connector between sport and mission, identifying shared values and long-term collaboration opportunities.
- Leverage sport as a platform for storytelling, solidarity, and public mobilisation.

Activation and Campaign Delivery

- Lead talent-led activations across campaigns, media, events, content, and digital channels.
- Secure high-impact appearances, Ambassador storytelling, broadcast moments, and partnerships that generate attention and engagement.
- Ensure all activity is values-led, authentic, and measurable.

Fundraising, Profile and Growth

- Use talent and sport relationships to support all fundraising.
- Proactively identify high-value partnership opportunities.

Governance, Risk and Values

- Manage reputational risk through robust due diligence and close collaboration with legal, safeguarding, and communications teams.
- Champion ethical, safe, and values-driven engagement with all public figures and partners.

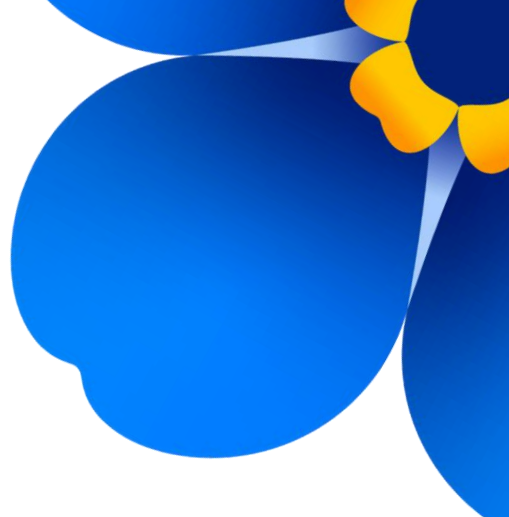
We are looking for someone who can...

- 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)
Significant experience in talent relationship management, celebrity engagement, or ambassador strategy, ideally within culture, sport, media, or mission-driven organisations.	A/I
Good knowledge of the UK sport landscape, including governing bodies, clubs, broadcasters, and talent networks.	A/I
Proven ability to manage high-profile relationships and complex external partnerships.	A/I
The ability to think strategically with good commercial awareness and a track record of delivering high-impact activations.	A/I
Entrepreneurial mindset with experience building and shaping new areas of work.	A/I
Experience developing ambassador or spokesperson programmes.	A/I
Understanding of safeguarding, reputational risk, and ethical engagement with public figures.	A/I
Insight into engaging diverse audiences through culturally relevant talent and sport.	A/I

Competencies & personal attributes	Application (A) or interview (I)
Effective networker with a high level of relationship management skills, emotional intelligence and the ability to negotiate effectively.	A/I
Entrepreneurial drive.	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 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



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 coocusselling
- 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