

Head of Product

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.

Head of Product

Position in the organisation

Reports to the Associate Director, Digital & Data.

Member of our Technology Leadership team.

Part of our Technology 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.

Digital products and services are critical to how Alzheimer's Society delivers help, support and hope – now and in the future. From information and self-service tools to practitioner-facing systems and data-enabled services, our digital products shape how people experience our support and how effectively we can reach those who need us most.

The **Head of Product** is a flagship leadership role and a key driver of transformation at Alzheimer's Society. You will set and own the **Society-wide digital product and service vision and strategy**, ensuring our digital portfolio is grounded in real user needs, aligned to organisational priorities, and focused relentlessly on improving outcomes for people affected by dementia.

This role goes beyond product management alone. You will have management responsibility for a **broad, multidisciplinary digital function**, including product management, delivery management, user-centred design, and matrix leadership of software engineering teams. You will ensure these disciplines work together as a cohesive system, with clear purpose, shared ways of working and a strong focus on outcomes.

You will operate at a strategic and enabling level: setting direction, shaping investment, embedding user-centred and outcome-led practice across the organisation, developing sustainable resourcing and operating models, and creating the conditions for high-performing teams to succeed. You will work in close partnership with product team leads, who are accountable for defining, prioritising and delivering specific product portfolios.

This is a role for an ambitious, values-led digital leader who wants to use their skills to tackle one of the biggest challenges of our time.

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

Strategic leadership

- Own and lead the Society-wide digital strategy, aligned to the organisational strategy and long-term ambition to end the devastation caused by dementia.
- Define the strategic outcomes, investment priorities, and success measures for the overall digital portfolio - balancing organisational impact, user needs, and technical sustainability.
- Set clear expectations, principles and guardrails for product managers and teams, enabling effective decentralised decision-making.
- Champion accessible, inclusive and ethical design for people affected by dementia, working closely with our Involvement team.
- Identify emerging trends, technologies and opportunities (including AI-enabled services where appropriate) that could improve reach, quality or efficiency.
- Coordinate product delivery across mixed resourcing models that include internal team members and external digital partners.

Digital delivery and outcomes

- Lead the delivery of a portfolio of strategically aligned digital products that support information, services, campaigning, fundraising and internal operations.
- Ensure product teams are focused on solving the right problems and developing outcome-led roadmaps that bring together user needs, service outcomes, data, and technical considerations.
- Balance innovation with operational excellence, ensuring existing products are reliable, secure, and continuously improved.
- Collaborate with technology colleagues to develop and maintain our public website, donation and fundraising platforms, service tools, and integrations.
- Ensure robust and accurate data capture, analytics, and dashboards are in place across our digital platforms – particularly in support of our digital marketing and campaign objectives.

Organisational digital practice

- Establish and continuously improve a modern product operating model, influencing governance, funding, planning and decision-making processes across the Society.
- Define and assure accessibility, usability, and design standards. Own our design system, content templates, and platform structure.
- Set technical direction, and work with engineering colleagues to manage integrations, vendors, and cloud infrastructure.
- Work closely with Data and Technology leaders to ensure joined-up, ethical and sustainable approaches to digital delivery.

- Create the conditions for genuinely collaborative, user-centred, multidisciplinary teams, where members work together from problem discovery through to live service improvement.

Leadership and team development

- Lead, inspire and develop a broad, multidisciplinary digital function, including product management, delivery management, and user-centred design, and ensure digital capability, skills and structures evolve to meet future organisational needs.
- Ensure each discipline has a clear purpose, strong professional identity and appropriate leadership, standards and development pathways. Establish and evolve shared learning and consistency of quality.
- Provide matrix leadership to software engineering teams, working in close partnership with engineering and platform leaders to ensure strong alignment between product, design, delivery, data and technology.
- Coach and mentor team members and other digital leaders to value and model user-centred behaviours, inclusive leadership and outcome-focused delivery.
- Build and sustain a diverse, inclusive and equitable team culture that reflects the Society's values and supports people to do the best work of their careers.

Stakeholder engagement and influence

- Build strong, trusted relationships with senior stakeholders across the Society, including service delivery, policy, research, fundraising, and communications.
- Communicate complex product concepts clearly to non-technical audiences, including executives, trustees, and external partners.
- Contribute to external thought leadership where appropriate, representing Alzheimer's Society as a leader in digital public and voluntary sector services.

Governance, budget and commercial management

- Own and manage the overall digital budget, ensuring effective prioritisation, resourcing and capacity planning, transparency, and value for money.
- Set investment frameworks and support product managers, service owners, and delivery managers to develop robust business cases and funding proposals.
- Establish strong governance, risk management and assurance for the digital portfolio.
- Oversee relationships with strategic suppliers, delivery partners and agencies, ensuring high quality outcomes and strong commercial discipline.

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 leading a multidisciplinary digital function, including product management, delivery management, and user-centred design.	A
Demonstrable ability to develop and deliver a clear digital strategy aligned to organisational objectives, culture and values.	I
Strong understanding of user-centred design and continuous improvement, and experience embedding these practices at organisational scale.	I
Proven track record of leading complex digital portfolios using agile, outcome-led and evidence-informed delivery approaches.	A
Significant experience balancing user needs, organisational priorities, operational constraints and technical sustainability in decision-making.	I
Ability to define meaningful outcomes and success measures, using qualitative and quantitative insight to inform prioritisation and improvement.	I
Strong understanding of working in partnership with software engineering, platform and data teams within a matrix-managed environment.	I
Experience building, leading and developing professional standards and practice across digital disciplines.	A

Excellent communication and stakeholder management skills, with the ability to influence senior leaders and engage non-technical audiences.	I
Experience of budget management, resource planning and working with external suppliers to achieve value for money.	A
Strong understanding of accessibility standards, inclusive design and ethical digital practice.	I
Experience working in health, care, public sector or mission-driven organisations.	A

Competencies & personal attributes	Application (A) or interview (I)
A champion for diversity, inclusion, equity and belonging (EDIB), with experience embedding these values in leadership, culture and ways of working.	A
An inspiring, compassionate leader, able to lead teams through change and ambiguity with confidence and care.	I
Excellent interpersonal skills, with the ability to build trust and credibility internally and externally.	I
A collaborative team player who supports others, works openly and knows when to ask for help.	I
Highly self-motivated, organised and able to manage complexity and competing priorities.	I
Thoughtful, rigorous and reflective in approach, with a strong problem-solving mindset.	I
Non-judgemental communication style, particularly when working with people affected by dementia.	I

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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 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