

Senior Marketing Manager (Brand)

Job description

Together we are help and hope for everyone living with dementia



Who we are

Dementia is the biggest health and social challenge of our time.

There are currently estimated to be 900,000 people in the UK with dementia. Many are undiagnosed and facing the realities of their condition alone.

At Alzheimer's Society we're working towards a world where dementia no longer devastates lives. We do this by giving help to those living with dementia today and providing hope for the future.

We're here for everyone living with dementia.

As a Society, we are made up of people with dementia, carers, trusted experts, campaigners, researchers and clinicians. We are the UK's largest collective force of people with unparalleled knowledge and over 40 years of experience addressing the biggest challenges facing people living with dementia.

Together we are help and hope for everyone living with dementia.

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 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.

Senior Marketing Manager (Brand)

Position in the Organisation

Reports to the Head of Brand and Marketing.
Member of our Income and Engagement team.
Part of our Income and Engagement directorate.

Purpose of this Role

We are here for anyone affected by dementia to help them navigate some of the hardest and most frightening times of their lives.

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 living with dementia and their carers.

The Senior Marketing Manager (Brand) achieves this by taking responsibility for our mass communication brand campaigns and marketing activations that will deliver against key areas of our organisation strategy.

It's an exciting time to join the Society as, last year, we launched our new brand strategy with a national multi-channel campaign, The Ultimate Vow. This hugely successful campaign was followed by The Long Goodbye, launched in March 2024 and now in its second burst. These brand campaigns and tactical brand activations across the year are vital at growing awareness of both dementia and Alzheimer's Society.

We are looking to develop and build on this over the coming years to reach more people who need our support, want to donate, and get involved with the Society.

We have a fantastic Brand and Marketing team and creative and media buying and planning partners to collaborate with, gain inspiration from and build sector leading creative work.

This role will be responsible for leading the next phase of our pioneering, national brand campaigns and brand strategy. The role needs to translate business objectives into multi-channel marketing strategies and annual plans, and oversee the delivery of campaigns that achieve the impact required (including consideration metrics such as brand profile building, brand awareness and education; and conversion metrics such as direct response/ acquisition – depending on the job to be done) – all rooted in a deep understanding of our audiences, their needs and the value we can bring, as well as the market place we operate in. The campaigns could cover paid, earned, owned and shared media – and all will contribute to a high-quality brand experience.

We're looking for someone with a strategic focus, who brings experience and expertise in developing national, multi-channel, integrated campaigns from start to finish. They will inspire and galvanise our Brand team (with two direct line reports), working collaboratively across our department, Income and Engagement and cross-organisation. They'll report to the Head of Brand and Marketing and work closely with peers across the organisation, with particular focus on those in our Creative, Fundraising, Supporter Insight and Engagement teams.

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.

We're a national charity providing dementia support to a community that's ethnically diverse. We welcome applications from people of all backgrounds, particularly those from ethnically diverse communities who are traditionally underrepresented in the charity sector leadership roles

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

- Works across the Society to deliver end to end brand campaigns and marketing activations for organisational priorities.
- Working closely with the Head of Brand and Marketing to develop and review brand campaign strategy, aligning with overall long-term brand and organisation strategy.
- Has full management responsibility for the Brand team, a sub-division of the Brand and Marketing Team – line managing junior Marketing team staff (e.g. Managers, Execs)
- Builds and manages relationships with our core creative agencies and suppliers.
- Oversees brand integration across charity campaigns and activations, including running activation groups.
- Develop tactical brand activations for responsive media opportunities.
- Oversees all media planning and implementation for brand campaigns
- Responsible for significant brand marketing activity expenditure, and for developing and managing budgets for their area of responsibility - in conjunction with Head of.
- Close working relationships with Senior Managers and Heads of within the Income and Engagement Directorate, and other Directors, Heads of and Senior Managers across different business functions relating to their area of focus.
- Deputises for the Head of Brand and Marketing when appropriate.
- Authorised to sign-off expenditure within prescribed limits.

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	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Extensive experience of developing and deploying successful multi-channel marketing strategies and campaigns – ideally within the charity sector.	E	A/I
Demonstrable professional expertise in marketing and advertising techniques and practices across paid, earned and owned and shared media: including print, digital, content marketing, PR, social media, email, and video creation – working within strict timelines, budget and brand guidelines	E	A/I
Knowledge and experience of project and campaign management including analytical skills to monitor and review multiple simultaneous related activities and campaigns, and multiple deadlines	E	A/I
Demonstrable experience of using audience insight to create engaging marketing activities and meet audience needs	E	A/I
Experience of procuring, contracting, performance managing and nurturing relationships with key marketing suppliers/agencies	E	A/I
Numerate with knowledge and experience of data analysis.	E	A/I
Strong copywriting and proof-reading skills for a range of marketing mediums	E	A/I
Strong communicator able to influence at multiple levels and galvanise teams	E	A/
Demonstrable evidence of translating business needs into creative marketing executions that cut through, tell brilliant stories, and engage hearts and minds of audiences (and working with creative colleagues/ suppliers on this process)	E	A/I
Relevant Marketing/Direct Marketing qualification (e.g. CIM/IDM)*	D	A

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Experience of contributing to and cultivating a culture of curiosity and continuous improvement / marginal gains	E	A/I
Experience of using creative thinking to find original and fresh solutions – and supporting others to do the same	E	A/I
Able to remain calm and resilient under pressure, even when faced with competing demands, ambiguity, and time pressures	E	A/I
Experience of proactively seeking and acting on feedback and external perspectives to enhance own performance, both in term of specialist area and leadership skills	E	A/I
Able to work collaboratively and prioritise workload effectively and remain solution focussed	E	A/I
Possesses strong interpersonal and interpretation skills, enabling open, jargon-free conversations with the business.	E	A/I
Excellent organisational and timekeeping skills.	E	A/I
Excellent attention to detail.	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.

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