

Mass Participation and Innovation Coordinator 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.

Mass Participation and Innovation

Position in the Organisation

Reports to the Reports to the Mass Participation Manager.

Member of the Mass Participation, Innovation & Development team

Sits in the wider Events Team Part of the 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.

Works with others in Mass Participation to deliver the Forget Me Not Appeal and the Christmas Appeal, focused on ensuring smooth processes and excellent stewardship for Forget Me Not Appeal collectors. ' Works with others in Innovation & Development to help us improve existing fundraising products and develop new ones, focused on research and supporting idea generation workshops and testing

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

- Supporting the delivery of complex stewardship journeys for new and existing fundraising campaigns
- Working closely with the database and digital fundraising teams to ensure supporter and financial data is processed, recorded, and updated accurately
- Delivering processes to provide excellent supporter experience and working with the team to develop and improve these
- Producing engaging and inspiring written supporter communications and assets to agreed deadlines
- Keeping the websites relating to our fundraising products up to date
- Supporting on-going briefings, updating key documents and materials as required, for use by the Supporter Care and Participant Experience teams
- Supporting the Mass Participation Officer with supporter journey and warm marketing planning
- Contributing to the regular review, evaluation, and planning processes for our fundraising products
- Processing and logging all invoices
- Researching for Innovation & Development, reviewing sector reports, competitor products, internal insights and external trends to inform idea generation
- Supporting other teams in testing, helping them identify key assumptions
- Contributing to workshops for idea generation, engaging participants using creative initiatives, tools and resources.

- Assisting in developing a culture of innovation across the department, sharing best practice and learnings
- Coordinating internal comms for the team, managing our monthly internal newsletter and keeping our intranet pages up to date.
- Developing quality processes and resources to support the Mass, Innovation and Development Team
- Working outside of normal hours, including some weekend work, to support with our events – typically 50 hours a year, for which you receive time off in lieu

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)
Fundraising stewardship experience	E	A/I
Knowledge of problem solving approaches	E	A/I
Experience of managing or improving processes	D	A/I
Experience of innovation and/ or workshop facilitation	D	A/I
Experience of project working	D	A/I
Experience of gathering research and insight	D	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Excellent attention to detail	E	A/I
Able to analyse and interpret data	E	A/I
Curious and creative thinker who is open to trying things differently	E	A/I
Strong verbal and written communication skills	E	A/I
Ability to work independently and collaboratively as part of a team	E	A/I
Self-driven and results oriented, takes initiative	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 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