

# Digital Engagement Executive (Email)

## Job description

It will take a society to beat dementia. Alzheimer's Society.



# Who we are

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

There are currently estimated to be 1,000,000 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.

# Digital Engagement Executive (Email)

## Position in the Organisation

Member of the Omnichannel Team in the Income & Engagement Directorate  
Reports to the Email Engagement Manager

## 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.

This Digital Engagement Executive (Email) role is one of three in the Omnichannel Team, who works closely with internal stakeholders to plan, build, quality assure and report on email and SMS campaigns through Dotdigital and Cymba. They empower stakeholders through training and support to build email and SMS campaigns.

The role works alongside our Journeys Manager & Selections Team to develop and deliver automated journeys and with our Fundraising Marketing & Digital Content teams to integrate our systems, all to deliver the best experience possible for our supporters.

They are the first point of contact for teams across the Society who use Dotdigital and Cymba, delivering training, embedding email marketing skills and best practice and supporting with enquiries.

This role undertakes reviews of existing activity, looking at a wide range of data sources with our Campaign Reporting & Optimisation Manager to identify opportunities for improvement and working collaboratively with stakeholders to optimise communications where relevant.

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

- Build high quality, creative emails and SMSs to support a variety of campaigns & products across Income & Engagement and the wider Society.
- Work with stakeholders to plan, develop and quality assure their emails, providing feedback to help them improve their activity.
- Work with relevant internal stakeholders to develop, build and test email and SMS automations and integrations.
- Lead the content development and delivery of regular warm marketing emails, maintaining a content calendar that reflects the wider organisational priorities and supporter needs.
- Undertake regular reporting, working with the team and stakeholders to identify opportunities to improve communications.
- Develop email testing plans, ensuring tests can be accurately tracked and analysed, and implementing learnings in ongoing activity.

- Assume day to day responsibility (alongside the other Digital Engagement Executives) for the administration of Dotdigital and Cymba, including user management and ensuring data is managed to a high, compliant standard.
- Maintain template and image libraries, to ensure emails follow brand guidelines.
- Develop and deliver Dotdigital and Cymba training to stakeholders across the Society and encourage best practice through sharing insights and delivering lunch & learns.
- Explore and roll out new features and innovations within Dotdigital and Cymba that would enhance the supporter experience of our warm comms.
- Support with and participate in development and delivery of the warm supporter communications plan.
- To undertake any other duties or projects commensurate with the nature and grade of this post as required.

## 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)
Experience of email marketing, including planning, designing, building and testing email campaigns	A/I
Experience building automations and/or integrations to facilitate sending of emails and/or SMSs	A/I

Experience developing content calendars and/or email/SMS marketing plans that reflect organisational priorities	A/I
A good understanding of email marketing best practice, strategies and tactics	A/I
Experience writing content for marketing emails, adapting writing style to suit the audience	A/I
Experience producing guides/documentation and delivering training	A/I
Experience reporting on marketing activity and tests using data from a variety of sources	A/I
Good understanding of data protection regulations and how they apply to email marketing	A/I
Some experience in contributing ideas and inputting to strategic initiatives and leading smaller projects.	A/I

<b>Competencies &amp; Personal Attributes</b>	<b>Application (A) or Interview (I)</b>
Excellent organisational skills and able to prioritise your workload effectively	A/I
Excellent stakeholder management skills, confident communicating in verbal and written formats	A/I
Methodical approach with outstanding attention to detail	A/I
Able to balance collaborative working with self-motivation	A/I
Passionate problem solver, keen to identify how ways of working and what we're delivering can be improved	A/I
A team player, keen to step up and support colleagues where required	A/I

# Our benefits



## Financial Security

- Group Personal Pensions 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
- Bike Loan Scheme
- Season Ticket Loan Scheme



## Health & Wellbeing

- BUPA Healthcare Plan
- 24/7 Employee Assistance Programme including online and face to face cooselling
- Discounted Gym Membership with Society Plus
- Lived Experience Networks
- Wellbeing Events
- Bike Loan Scheme



## Personal Development

- Apprenticeships
- Leadership development programme
- Early career researchers
- Financial support towards relevant professional qualifications and memberships
- Study leave
- Career progression pathways



## Family & Dependants

- Time off work for fertility treatment
- Time off work to support those transitioning
- Time off work for medical appointments including for a dependant
- Enhanced maternity and adoption leave with
- Enhanced paternity leave
- Compassionate time off work and bereavement leave
- Time off work for dependants



## Recognition

- Annual people awards evening
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



## Work Life Balance

- Minimum 25 days annual leave plus bank holidays
- Holiday purchase scheme
- Career breaks
- Flexible working

