

Regional Fundraising In Memoriam Officer

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.

Regional Fundraising In Memoriam Officer

Position in the organisation

Reports to the Senior Regional Fundraising Support Manager.
Member of the Support Team in the Regional Fundraising team.
Part of the 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 Regional Fundraising In Memoriam Officer will lead the promotion and strategic development of our in-memory offering, Forget Me Not (FMN) Funds, to maximise sustainable income growth. By applying specialist knowledge and insight, this role will expand reach and improve performance, embedding FMN Funds into everyday conversations with supporters. The postholder will also enable and empower colleagues across the wider team to effectively utilise this resource, supporting more families and friends as they experience grief as part of their dementia journey, while driving increased income. A key aspect of the role will be developing and strengthening relationships with funeral directors to enhance stewardship of supporters who establish FMN Funds through this channel, as well as maximising the significant opportunities presented by offline funeral collections (FC).

As the organisational expert in FMN Funds and Funeral Collections, this role will drive income growth from this key stream by championing the offer across the organisation, ensuring it is widely understood, effectively delivered, and consistently optimised. The postholder will develop compelling stewardship journeys to deepen supporter engagement, maximise retention, and ensure that all activity and messaging is culturally appropriate and relevant across all three nations.

This role is responsible for:

- Driving growth in Forget Me Not Funds and Funeral Collection income.
- Building strong, collaborative relationships across the Regional Fundraising team and beyond to increase understanding of how FMN Funds can support people through grief while generating meaningful in-memory income.
- Leading the development and delivery of compelling, insight-led communications for FMN Fund and Funeral Collection audiences, engaging both new and existing supporters.

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

- The point of contact and Trusted Expert for all FMN Fund and Funeral Collection activity for Regional Fundraising, and wider teams.
- Ensuring all internal and external relationships are developed and maintained to deliver the best possible result, including agencies, suppliers, and our internal marketing and press teams; implementing improvements where required.
- Staying up to date with new developments both internally and externally to the sector.
- Identifying and implementing improvements to ways of working.

- Champion the use of FMN Funds across the directorate, including Regional Fundraising.
- Planning, developing and executing promotional campaigns for Alzheimer's Society FMN funds, including warm and paid marketing.
- Innovating around delivery of this income stream, sharing best practice and ensuring application across multiple products.
- Stay at the forefront of market trends, competitor products and the fundraising sector to drive improvements in the event participant experience.
- Drafting compelling copy, ensuring that all communication is in line with strategic priorities around growth.
- Responsible for the production of resources associated with this income stream
- Responsible for part of the Support Teams expenditure budget, including monitoring spend and monthly reporting.
- Providing timely and accurate updates on key activity metrics to senior stakeholders.
- Evaluation of activity for FMN Funds and FC, making recommendations for future activity.
- To carry out reasonable duties as might be required, which are commensurate with the nature of the post, to meet the needs of the Directorate.
- Occasional travel and overnight stays.
- Attend face-to-face departmental meetings and other events, which may include overnight stays.

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)
Demonstrable experience working within the In Memory sector, including audience engagement.	A/I
Demonstrable experience of working in fundraising.	A/I
Strategic thinker with the ability to monitor, collect and analyse data to make clear decisions and make recommendations.	A/I
Experience of marketing and communications, including working cross collaboratively to achieve desired outcomes.	A/I
Experience managing day-to-day relationships with external agencies	A/I
Experience in budgeting and financial management.	A/I
Innovative thinker with a test-and-learn attitude.	A/I
Experience in or the ability to learn to use CRM and email marketing software.	A/I
Working knowledge of data protection regulation and industry best practice including GDPR.	A/I
Able to undertake occasional travel and overnight stays as required.	A/I

Competencies & personal attributes	Application (A) or interview (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 high level of motivation.	A/I
Good 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 coooselling
- 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