

Impact Communications Officer

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.

Impact Communications Officer

Position in the Organisation

Reports to the Impact Communications Manager
Member of our High Value Operations 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.

This role is responsible for helping us reach ambitious fundraising targets by helping to turn Alzheimer's Society activities into inspiring funding communications for a variety of supporters - including individuals, trusts and corporate partners.

You will work with fundraising relationship managers and colleagues across the Society to provide a high quality, seamless experience for our supporters. You'll be creating exciting, bespoke high-value (£100,000+) proposals that secure major donations, and demonstrating the impact of these donations through tailored, compelling reports that inspire future support.

The Impact Communications Officer reports to one of the two Impact Communications Managers and is part of the Fundraising Communications team within the Income and Engagement Directorate. The postholder will work closely with one other Impact Communications Officer, as well as wider members of the High Value Operations team such as the Senior Propositions Development Manager. This role liaises on a daily basis with the Philanthropy and Corporate teams as well as teams delivering funded projects across the Society.

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

- Responsible for designing and drafting funding and partnership proposals that will inspire high-value (six-figure) donations
- Responsible for drafting scripts and speech notes for donor events
- Responsible for providing accurate project information, including budgets, to fundraisers that will then be shared externally
- Reviews and recommends edits to donor communications written by fundraising relationship managers
- Supports the development of funding propositions where needed, working closely with the Propositions Development Manager and Impact Communications Managers
- Drafts inspiring impact reports and provides high-quality cultivation and stewardship communications

- Liaises with employees and volunteers at all levels within the organisation
- As assigned by the Impact Communications Managers, work closely with fundraising relationship managers on a portfolio of supporters, providing a seamless experience through high quality proposals, reports, stewardship plans and special events comms
- Help develop new and imaginative ways to inspire and engage donors in new funding opportunities and demonstrate the impact of their gifts
- Use insight into the donor to tailor bespoke, compelling and inspiring funding proposals and reports showing the impact of a donation, meeting their requirements and reflecting best practice, within Alzheimer's Society brand and tone of voice guidance
- Liaise with colleagues to gather required project and programme data, including objectives, outcomes, deliverables, implementation methods, timetables, staffing, budgets and standards of performance
- Provide other resources, copy and information for wider Fundraising teams as requested, such as mass event partnership applications, special events materials, Society key announcements and activities and project brochures
- Work collaboratively with fundraising relationship managers and other stakeholders, seeking and acting on feedback, and continually looking for opportunities to improve each piece of work
- Meet deadlines by confirming briefs, establishing priorities and target dates, and organising own work in accordance with agreed ways of working with fellow high-value fundraising teams
- Identify and communicate to line manager any risks associated with assigned proposals and grants, suggesting solutions and mitigation where possible
- Obtain approvals from line manager for recommended proposals and reports before they are submitted to a funder
- Help maintain team systems and processes for recording, updating and storing proposals, reports and project information
- 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	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Numerate and literate, with a track record of writing compelling communications for internal and/or external stakeholders	E	A/I
A proven track record of persuasive writing for a large range of audiences, preferably within a fundraising or business development team	E	A/I
Able to communicate, particularly in writing, compellingly, persuasively and credibly with a range of audiences	E	A/I
Able to build successful relationships and networks across a large, complex organisation	E	A/I
Able to manage several projects proactively and simultaneously: setting priorities, solving problems, working collaboratively, and meeting agreed standards and deadlines	E	A/I
Ability to report on six and seven figure budgets	E	A/I
Knowledge of the UK voluntary sector, preferably medical or care charities	E	A/I
Knowledge of high-value fundraising (corporates, major donors and charitable trusts / foundations)	E	A/I
Impeccable English grammar, spelling and syntax	E	A/I
Strong project management and coordination skills	E	A/I
Able to use InDesign or other design software	D	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	E	A/I
Be a self-starter and incredibly motivated.	E	A/I
Excellent organisational and timekeeping skills.	E	A/I
Excellent attention to detail.	E	A/I
Non-judgemental communication	E	A/I
Commitment to and understanding of equal opportunities	E	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	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 & 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