

Campaigns & Mobilisation Manager

Job description

Together we are help and hope for everyone living with dementia



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.

Campaigns & Mobilisation Manager

Position in the organisation

Reports to the Programme Lead for Make Dementia a Priority

Line manages a team of Officers

Member of our Evidence, Policy & Influencing team

Part of our Research & Influencing 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.

This role is key to Alzheimer's Society's ambitions to drive major policy change across England, Northern Ireland and Wales.

The Campaigns & Mobilisation Manager will lead a team whose primary objective is to mobilise audiences to change policy at both a local and national level across England, Northern Ireland and Wales, making the case for dementia to be the priority it needs to be. As part of our Evidence, Policy and Influencing team, this role will help us to shape an emerging, integrated and high priority area of work for Alzheimer's Society. This role will operate in a highly complex and ambiguous environment and will be responsible for prioritising our resources to where we can have most impact.

The Campaigns & Mobilisation Manager will be an inspiring, effective manager of people, naturally collaborative, curious and challenging of the status quo. They will work collaboratively with both of the Heads of Influencing and Influencing Managers to develop and implement an audience mobilisation strategy and be the expert advisor when it comes to mobilising others in pursuit of our policy and influencing objectives.

The postholder will shape our campaigning strategy, working with their team to deploy a range of online and offline tactics and ensuring that all campaigning action is mobilised to affect change in dementia at all levels across Northern Ireland, England and Wales. The post holder will be critical in developing campaigns that are collaborative, non-confrontational and impact-focused, with an instinct for when to mobilise mass audiences and when insider influencing will be more effective. They will be instrumental in developing our relationships with other teams across the organisation, including, but not limited to, colleagues in External Relations, Marketing and Brand and Fundraising, working with them to shape the narrative for mobilising external audiences managed by other teams.

The role involves planning, budgeting, monitoring progress and performance. Key to the success of this role is engaging others in delivering policy change, sharing robust evidence and insight to inspire people to take action.

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

- Manage the development, workplans and performance of direct reports.
- Work collaboratively with other managers across Evidence, Policy & Influencing to develop and implement plans, measuring and reporting progress.
- Work with Influencing colleagues across all nations to ensure that campaigning activity is tailored to the context and needs of the devolved nations.
- Drive the recruitment and management of campaigners across all nations.
- Responsible for the day-to-day implementation of our campaigning strategy and ensuring engagement both internally and externally.
- Will represent the Society, build and manage relationships.
- May represent the Society in media interviews, at conferences and seminars across the UK.
- Recruit, retain and develop a team of high performing Officers in line with our culture, values and expectations.
- Develop and oversee the execution of a high quality, innovative and impactful campaigns strategies, in line with our policy and influencing objectives and agreed organisational priorities.
- Report progress on our campaigning activity and its impact to senior leadership and the board.
- Be responsible for planning, budgeting, reporting, evaluating impact and managing risk across all aspects of our campaigning work.
- Ensure the experience and insight of people with and affected by dementia informs our engagement, and that those we campaign with are increasingly representative of the dementia population.
- Embed everything you do in a systems leadership approach, working across organisational and geographical boundaries to achieve objectives.
- Build consistency and understanding around our influencing work across all three nations by developing a shared and equally relevant set of influencing priorities alongside other senior colleagues within the Evidence, Policy & Influencing team.
- Drive engagement and involvement in our campaigning work across the Society, with particular attention given to collaborative work with fundraising and marketing colleagues on developing appropriate audience journeys.
- Oversee the planning, execution and evaluation of our campaigning activity in the three nations
- Accountable for social media and website activity relating to our Evidence, Policy and Influencing work.
- Work closely with influencing colleagues to advise on and drive the mobilisation of campaigners in pursuit of local change.
- Provide advice for staff and volunteers across the organisation on how to mobilise audiences to engage and influence decision makers at both a national and local level.
- Represent the Society externally.
- To adhere to, and champion compliance with, all relevant legislation that relates to lobbying activity.

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.
- Comply with relevant legislation and guidance related to lobbying.

- 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)
Worked in a complex policy environment	I
Involved in leading policy change, resulting in tangible impact	I
Experience in managing and developing people	I
Operated and thrived in a fast-paced, complex environment	I
Experience in delivering on e-campaigning, offline campaigning and developing supporter journeys	A/I
Experience in developing campaigns that are collaborative and impact-focused, applying the appropriate tone of voice to specific opportunities and objectives	A/I
Comfortable and confident dealing with external and internal stakeholders	I
Able to influence across geographical and organisational boundaries Involved patients, service-users and/or those living with long-term health conditions in your work	I
Understanding of the concept and practice of systems leadership	I
Understanding and experience of translating policy into campaigning strategies and fundable propositions	I
Media trained	A
First class written and verbal communicator with experience of producing accessible, high quality content	A

Strong analytical and presentational skills	I
Able to translate highly complex data and developments into accessible and insightful commentary or recommendations	I
Comfortable working with ambiguity and supporting others through change	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 and incredibly motivated.	A/I
Excellent organisational and timekeeping skills.	A/I
Excellent 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

Follow us on Twitter and Instagram @Alzheimerssoc and Like us on Facebook or check out Alzheimer's Society YouTube channel [youtube.com/AlzheimersSociety](https://www.youtube.com/AlzheimersSociety)

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