

Strategic Content Lead

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.

Strategic Content Lead

Position in the organisation

Reports to the Head of Content, Creative and Digital.

Line manages the Senior Creative Copywriter, two Content Editors, Editorial Content Editor and Senior Stories Manager.

Responsible for the Strategic Content Team.

Part of our 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.

As Strategic Content Lead, you will champion our strategic, organisation-wide approach to content. You'll develop and lead a clear content strategy that aligns with our overall vision and content principles, ensuring everything we create is consistent, accessible and focused on delivering impact for our audiences.

Taking a holistic view of content across the Society, you will drive a channel-neutral approach that brings together subject matter experts, marketing and communications teams, and channel owners. You'll make sure content is planned, created and used in the most effective way; reducing duplication, improving quality and helping us reach and engage more people.

Working collaboratively across teams, you'll ensure our content is accurate, well-governed and aligned to organisational priorities, while always putting the needs of people affected by dementia first. You'll play a key role in shaping how we tell our story, ensuring our content supports dementia support, fundraising, campaigning and awareness.

With a future-focused mindset, you'll continue to evolve how we deliver content, embedding modern content design practices, accessibility standards and new tools and technologies across digital, print and wider media channels.

You'll bring strong editorial oversight and a deep understanding of our audiences from people affected by dementia to supporters, partners and volunteers. You'll use insight, data and user research to continuously improve our content, ensuring it is effective, easy to access and meets the needs of those we serve.

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

Content Strategy & Leadership

- Lead and evolve the organisation-wide content strategy aligned to priorities across support, fundraising, campaigns and awareness.
- Set clear strategic priorities, focusing on high-impact activity.
- Lead and develop the Strategic Content Team.
- Act as the organisation's senior expert on content strategy, guiding stakeholders.

Operating Model, Governance & Standards

- Define and embed the content operating model, including roles, responsibilities and decision-making.

- Establish governance frameworks and processes for content creation, approval and lifecycle management.
- Own content standards, including tone of voice and editorial guidelines.
- Ensure content is accurate, consistent, accessible and inclusive.

Planning, Delivery & Content Ecosystem

- Oversee a prioritised content roadmap aligned to organisational goals.
- Ensure effective, channel-neutral planning and delivery across teams.
- Clarify ownership between central and distributed teams to maximise efficiency.
- Lead a joined-up content ecosystem, including structure, reuse, taxonomy and digital-first print approach.

Storytelling & Audience Engagement

- Lead the organisation's storytelling approach, including sourcing and use of real-life stories.
- Ensure content supports fundraising, awareness and behaviour change.
- Champion audience-led content that reflects the needs of key groups.
- Drive a consistent and compelling narrative across all outputs.

Insight, Performance & Optimisation

- Set KPIs and performance frameworks aligned to organisational objectives.
- Use analytics, research and feedback to improve content effectiveness.
- Work with Digital and Insight teams to optimise reach, engagement and impact.
- Embed a culture of test, learn and continuous improvement.

Innovation & Cross-organisation Alignment

- Identify opportunities to improve content through new tools, technology and AI.
- Champion modern content practices (e.g. modular content, COPE).
- Act as the strategic link across brand, fundraising, digital, creative and media teams.
- Influence senior stakeholders and support integrated campaign planning.

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) |
|--|----------------------------------|
| Proven experience leading content strategy across a broad range of channels (e.g. web, social, email, print, media and broadcast). | A/I |
| Good understanding of how different channels work together within a joined-up content ecosystem. | A/I |
| Experience setting and upholding content standards, including tone of voice and editorial guidelines. | A/I |
| Experience establishing content governance, workflows and lifecycle management in complex organisations. | A/I |
| Demonstrable use of audience insight and user research to shape content. | A/I |
| Experience defining KPIs and using performance data to optimise impact. | A/I |
| Able to influence and advise senior stakeholders, driving alignment and change. | A/I |
| Experience working cross-functionally with teams such as fundraising, campaigns, digital and media. | A/I |
| Experience leading, mentoring and developing high-performing teams. | A/I |
| Good understanding of accessibility (e.g. WCAG) and inclusive content design, with a commitment to EDIB principles. | A/I |
| Awareness of emerging content practices and technologies (e.g. AI, automation, modular content). | 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 determination to make a difference. | A/I |
| Effective 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 cooselling
- 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