

# Impact Communications Manager

## 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 Manager

## Position in the Organisation

Reports to the High Value Operations Lead  
Member of our High Value Fundraising 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.

Can you create outstanding communications materials that connect our High Value supporters as powerfully as possible to the impact they have?

Day-to-day, this role involves working with the Proposition Development team in identifying, packaging up and reporting back on bespoke propositions to attract six- and seven-figure gifts – enabling fundraisers to hit ambitious income and growth targets. Working with fundraising relationship managers and colleagues across the Society, the postholder will lead on the design and delivery of high value communications, while supporting a dedicated team of Officers to produce exceptional outputs for the full High Value portfolio.

Working closely with the Fundraising Information Manager and Senior Propositions Manager, you'll help to ensure fundraisers have the required knowledge of the Society's cause, activity and impact to build relationships and maximise voluntary income.

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 and maintain detailed knowledge of current and planned Society activities in order to powerfully communicate the potential or actual impact of the support offered by High Value partners
- Take a dynamic and creative approach to lead on the production of consistently high quality, complex and high value (six and seven figure) comms for our High Value donors across multiple audiences and types of comms outputs.
- Build and share knowledge on the development and delivery of specific funding and partnership propositions for the Corporate, Development, Legacies and Philanthropy teams – supporting the work of the Senior Propositions Development Manager on higher-value (six- and seven-figure) opportunities
- Write tailored and inspiring funding proposals, pitches, applications, reports and speech notes for these opportunities that meet the specialised, bespoke requirements of individual High Value supporters
- Line manage and develop an Impact Communications Officer, overseeing all of their creative output and supporting them to understand strategic priorities from across the organisation

- Liaising closely with the High Value Operations Lead, contribute to the continuous improvement of engagement and stewardship communications across income and engagement
- As required, work hand in hand with the Senior Propositions Development Manager to translate new projects into fundable propositions
- Attend donor meetings, pitches and engagement events to support the work of relationship managers as required
- Report accurately on activities completed by the Impact Communications team and contribute to overall High Value Operations performance monitoring
- Make sure that accurate, up to date project information, including details of forthcoming plans, key messaging and budgetary information, is proactively disseminated and made accessible / available for others to use both internally and externally
- Identify and communicate to the High Value Operations Lead any risks associated with propositions and proposals, suggesting solutions and mitigations where possible
- Undertake any other duties or projects commensurate with the nature and grade of this post as required
- Provide support, development, inspiration, challenge, direction and recognition to the team
- Be responsible for recruiting and welcoming new staff ensuring they have the right equipment and learning they need to operate safely and effectively
- Work with the team to identify development needs, aligned with the needs of the organisation

## Other task

- Has joint responsibility for the day-to-day management of a specialist team with one other Impact Communications Manager, with one direct line report each
- Has decision-making autonomy and direct responsibility – in line with agreed sign-off procedures – for reviewing requests and key comms materials
- May influence short and long-term planning across the Society through the identification of new opportunities and development of relevant, fundable projects and activities
- Close working relationships with colleagues at all levels in the High Value division, as well as contact with senior individuals (including ELT/SLT) across the Society

## 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)
A track record of producing successful high-value funding propositions and proposals	E	A/I
A good understanding of the needs of a range of high-value supporters (corporates, major donors and charitable trusts / foundations)	E	A/I
Able to communicate, particularly in writing, compellingly, persuasively and credibly with a range of audiences	E	A/I
Able to proactively build relationships and networks – encouraging teams from disparate parts of organisations to work together	E	A/I
Able to influence and negotiate, including at senior levels, to achieve required outcomes	E	A/I
Able to find positive, creative solutions to challenges and obstacles	E	A/I
Impeccable English grammar, spelling & syntax	E	A
Able to adapt and present complex information accurately, clearly and succinctly	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
Helps others to develop a common focus and clarity in what they are trying to achieve	E	I
Confidence in preparing, analysing and adapting project budgets	E	A/I
Able to use InDesign or other design software*	D	A
Knowledge of the UK voluntary sector, preferably medical or care charities	D	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 & Dependents

- Enhanced family leave – 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependents 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