

Head of National Influencing Job description

Leading our charge to make impact for people living with

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 nearly a million 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



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.

Head of National Influencing

Position in the Organisation

Reports to the Associate Director – Evidence, Policy & Influencing
Member of our Evidence, Policy & Influencing team
Part of our Research & Influencing 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.

The Head of National Influencing is critical to our ambition to achieve at-scale change through improving, creating or shifting research, health and social care policy at a national level across Northern Ireland, England and Wales. Dementia is a complex, whole system challenge requiring us to influence widely across the system to drive change.

The policy which impacts people living with dementia is not limited to governments or parliaments and assemblies. So it follows that the leadership and delivery of our influencing of national systems is more reflective of the system we need to engage with to drive change. We, of course, need to engage with the most influential people in national governments and more widely in politics. However, so much policy is made and changed by unelected officials, the NHS, professionals, opinion leaders, clinicians and researchers. This role needs to determine where the power and influence sit relative to what we need to achieve and go out and make the change happen using innovative, evidence-based approaches to an increasingly complex environment. This includes how we might want to deploy evidence and policy through media channels, campaigners, thought leadership, events and other assets. It also includes integrating our strategic influencing work with other major activity across the Society. This role is a highly prominent one and must play a leading part in driving engagement, awareness and involvement across the Society in the power of changing policy to have impact on people living with dementia.

This role's success relies on the critical understanding of the integral relationship between evidence, policy and influencing, and especially the need to influence as one team – national and local, across multiple nations. There is not a clear dividing line between the national and local systems so this role demands intense integrated and matrix working across all of our influencing work. There is, however, a vital role here for the Head of National Influencing to lead by example, to use their expertise to target the system at a national level, delivering impact through developing strategic relationships with national figures and institutions, convening and holding decisionmakers to account. They will work hand-in-hand with the Head of Local Systems Influencing to deliver a fully integrated influencing strategic approach to driving policy change. Together, they determine the influencing activity required to make impact on shared policy objectives across all systems and nations.

The role also requires the creation of strong feedback loops so that evidence-gathering and policymaking are informed by real-world influencing. In short, this role is a key cog in an increasingly integrated Evidence, Policy and Influencing function where responsibility for changing policy is everyone's.

A key part of our team's and directorate's leadership, the relationships between this role, the Head of Local Systems Influencing, Head of Policy and Head of Strategic Evidence are critical. However, this role's influence should extend across Alzheimer's Society, not least in shaping our audience journeys, communicating effectively, ensuring our compliance with lobbying rules and role-modelling our values. Strong working relationships with other leaders across our organisation, particularly in Media, Strategic Marketing, Services and People are essential if we are to make dementia a priority.

This role is responsible for a large team of managers, officers and assistants and driving a culture of high support and high challenge. The development of our people is central to everything, and is major part of the job.

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

- Development and performance of the National Influencing team, budget and planning.
- Personally build and maintain impactful relationships with the most influential stakeholders in national systems.
- Collective responsibility – with other department heads in Evidence, Policy and Influencing team – for delivering impact through policy change.
- Development of integrated and strategic approaches to influencing to deliver policy change in our priority areas, including comprehensive stakeholder identification and engagement plans to underpin the team's activity.
- Set, track and report impact of activity as part of integrated team, directorate and corporate reporting.
- Ensure clear and productive links between our influencing work and income generation, working with colleagues to develop propositions and cases for support.
- Embedding systems leadership across our influencing work and supporting the team to operate confidently and effectively across a complex system.
- Role-model and embed an integrated, 3-nations approach to our influencing.
- Work with teams across the Society to co-develop effective influencing campaigns which complement and align to strategic marketing and comms plans.
- Ensure robust and proactive compliance and risk handling around lobbying rules.
- Ensure appropriate supporter journeys and management of our campaigners across the Society, working with relevant teams to do so.
- Develop our status as a national thought leader in dementia, using relationships with key opinion leaders to reinforce our efforts to change policy.
- Provide high quality, proactive analyses of the national external environment to inform strategic decision making and policy development.
- Support the identification of strategic evidence needs and future policy development.
- Communicate our corporate and policy objectives externally at a high level through the media, at events and through professional networks.
- Deputise for the Associate Director where appropriate

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 personal or protected information remains confidential.
- Lead and role-model compliance with relevant legislation and guidance related to lobbying.
- Role-model 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)
Deep understanding of the external policy environment	E	A/I
Record of impactful relationship-building with national-level stakeholders	E	A/I
Able to determine and measure impact and develop strategic plans resulting in impactful delivery	E	A/I
Understanding and experience of using systems leadership to drive change	D	A/I
Comfortable with change, ambiguity and collective leadership of major programmes of work	E	A/I
Strong record of working across complex organisations to deliver major programmes of work	E	A/I
Strong record of individual and team development, driving performance and quality improvement	E	A/I
Understanding of the interface between evidence, policy and influencing	E	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Proactive and self-starting	E	A/I
Curious, constantly questioning the status quo	E	A/I
Celebrates progress and impact rather than activity	E	A/I
Eager and able to work at pace in a complex environment	E	A/I
Deeply committed to personal and team development	E	A/I
Flexible, dynamic, creative and committed to excellence and continuous improvement	E	A/I

Hard-working, high energy, able to adapt to situations, people and challenges	E	A/I
Tolerant and welcoming of differences of perspective and opinion	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 Pensions 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
- Bike Loan Scheme
- Season Ticket Loan Scheme



Health & Wellbeing

- BUPA Healthcare Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted Gym Membership with Society Plus
- Lived Experience Networks
- Wellbeing Events
- Bike Loan Scheme



Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Early career researchers
- Financial support towards relevant professional qualifications
- Study leave



Family & Dependants

- Paid time off work for fertility treatment
- Paid time off work to support those transitioning
- Enhanced family leave – 16 weeks paid leave for all eligible parents
- Paid compassionate time off work and bereavement leave
- Paid time off work for dependants



Recognition

- Annual people awards evening
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



Work Life Balance

- Starting at 27 days annual leave plus bank holidays (pro-rata)
- Career breaks
- Flexible working