

Regional Fundraiser – Norfolk & Suffolk

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.

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You will be joining the Central South team, which is made up of a Regional Fundraising Manager and three other Regional Fundraiser's.

You will report to the Regional Fundraising Manager

Member of the Central South team within Regional Engagement

Part of the Regional Engagement Directorate

Purpose of this role

At Alzheimer's Society, people from all kinds of backgrounds and disciplines come together to create real change. We are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialists and much more, all united by a shared commitment to improving the lives of people affected by dementia.

As the main contact for regional fundraising in Norfolk & Suffolk, you will be a visible and trusted ambassador for Alzheimer's Society within the local community. You will build meaningful relationships, inspire support, raise vital funds and help grow awareness of the organisation's work and impact.

This is an exciting opportunity for someone who enjoys connecting with people, identifying opportunities and turning enthusiasm into action. You will work collaboratively across the Regional Engagement team while delivering exceptional supporter experiences that encourage long-term loyalty and meaningful impact.

While your primary focus will be Norfolk & Suffolk, there will also be opportunities to support wider regional priorities when needed. This flexibility helps ensure the greatest possible fundraising impact for people living with dementia and for those who care for them.

Your role will focus on

- Growing fundraising income across Norfolk & Suffolk through three core income streams, working with companies, and individual supporters, with opportunities up to £100k.
- Building strong, lasting relationships and delivering exceptional stewardship that helps supporters feel valued, inspired and connected to our cause.
- Driving new business by identifying opportunities, developing a healthy pipeline and creating compelling approaches that turn interest into long-term support.
- Representing our values every day as someone who is determined to make a difference, leads with compassion, works better together and brings trusted expertise to everything they do.

Key accountabilities and responsibilities

- Grow income in a geographical area to exceed targets and deliver KPIs.
- Develop and deliver plans for local fundraising across three core income streams: providing exceptional stewardship to achieve financial targets.
- Support work needed across the region to deliver and exceed income targets.
- Recruit and manage volunteers in line with activity plan.
- Work proactively to identify and deliver new fundraising opportunities, through pipelining and winning new income Corporate, Groups and Clubs, Individuals and activities to maximise income streams.

- Deliver excellent account management and stewardship appropriate to value and opportunity.
- A trusted expert with the knowledge of the geographical area needed to produce an activity plan to deliver and drive KPIs.
- Work with a budget to manage and deliver income, providing detailed commentary and insights to line manager on variances, capacity and trends at regular intervals agreed.
- Maintain effective relationships with colleagues and identify cross-departmental opportunities where appropriate by working collaboratively.
- Create and maintain mutually beneficial relationships with all supporters, maximizing retention and long-term value to the Society.
- To carry out reasonable duties as might be required which are commensurate with the nature of the post to meet the needs of the Directorate.
- Expectation to proactively seek opportunities to deliver face to face stewardship, acquisition and representing the society at events including working occasional evenings and weekends.
- Ability to travel across your patch regularly to deliver stewardship.
- Attend face to face departmental meetings and other events which may include overnight stays.

We are looking for someone who can...

Bring a professional, inclusive and proactive approach, while working in line with the Society's service standards, policies and procedures.

- Handle personal data with care and integrity, maintaining confidentiality at all times.
- Champion the diverse needs of people affected by dementia by working in a way that promotes inclusion, dignity and collaboration.
- Support and enable volunteering activity, helping volunteers feel valued and set up for success.
- Follow health and safety policies and procedures, helping to maintain a safe and supportive environment for colleagues, volunteers and supporters.
- Take ownership of your learning and development while also contributing to the growth of others and the wider organisation.
- Manage and organise your workload effectively, producing accurate work that meets quality standards, deadlines and reporting requirements.
- Help embed a culture of inclusion and collaboration within and beyond the Society.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Experience of relationship community fundraising or ability to demonstrate transferrable skills.	A/I
Good understanding of budgeting and financial management.	A/I
Experience of identifying and acquiring new business opportunities.	A/I
Experience of delivering excellent supporter stewardship and/or customer care.	A/I

Able to analyse data and information to make decisions.	A/I
Proven track record in achieving financial and non-financial targets.	A/I
Proven experience of excellent customer or account management.	A/I
Experience of working with volunteers.	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 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

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Criminal Record Check

This post may be subject to a satisfactory Criminal Records Check, from either the Disclosure and Barring Service (England & Wales), Disclosure Scotland Check (Scotland) or AccessNI (Northern Ireland). Please select the level of Check required for this role:

Basic ☐

Enhanced ☐

Not Applicable ☒

Candidates - If you require further information regarding Criminal Records Check, then please contact: [**careers@alzheimers.org.uk**](mailto:careers@alzheimers.org.uk)

Hiring Managers - If you require further information regarding Criminal Records Check for this role, then please contact: [**Employeesupport@alzheimers.org.uk**](mailto:Employeesupport@alzheimers.org.uk)

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