

Integrated Appeals Officer

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.

Integrated Appeals Officer

Position in the Organisation

Reports to the Integrated Appeals Manager
 Member of our Events 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.

This role will lead on critical project areas across the operations, marketing and stewardship of our mass fundraising products and the Forget Me Not Appeal. The role will support the overall strategic planning, development, growth and project management of the products. They will lead on the evaluation of each campaign cycle and will make recommendations for improvements for future campaigns to ensure income is maximised, multi-channel campaigns are fully integrated across stakeholders and communications, and that our supporters feel valued and supported throughout.

This role:

- Supports setting the strategy for mass participation products
- Is responsible for delivering key work streams for the mass campaigns as well as the Forget Me Not Appeal and Alzheimer's Society Christmas Appeal
- Is responsible for managing part of the overall budget for the products
- Develops and maintains relationships with supporters, clients and third party companies
- Manages stakeholders across directorates to deliver, promote and maximise supporter participation

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

- To actively contribute to the planning and development of each campaign cycle and deliver areas of project management responsibility
- To be responsible for developing and managing the project plan for mass products and elements of the Forget Me Not and Christmas Appeals
- To be responsible for key project areas of the budgeting process, including monitoring spend and monthly reporting
- To lead the full campaign evaluation of mass products and integrated appeals and make recommendations for future growth and improvement

- To lead on the development, implementation and optimisation of complex stewardship journeys and warm audience recruitment across all channels
- To ensure all communications across campaigns are in line with the overall concept and messaging
- To ensure all internal and external relationships are developed and maintained to deliver the best possible result
- To liaise with internal teams to test post-campaign asks for product participants
- To stay abreast with new developments in stewardship and recruitment/marketing techniques, both externally and internally
- To work with internal channel leads to co-ordinate the earned and owned marketing channels for campaigns, including Organic Social, Press and Celebrity teams
- To work with the Regional Engagement team and National Corporate team to increase engagement, aid recruitment and support on key project areas, like collections
- To support the management of paid marketing campaigns as required
- To contribute to annual review and planning processes for all campaigns
- To work closely with the Fundraising Innovation team improve existing products and scale up new products after testing
- To represent the Society at external events, ensuring that participants have an excellent experience to encourage donor retention
- To undertake any other duties or projects commensurate with the nature and grade of this post, as required

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures, data protection regulations and health and safety policies
- Champion the diverse needs of people affected by dementia by working in a manner that facilitates inclusion and collaboration, within and beyond the Society
- Support and enable volunteering activities
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation

- Undertake core learning for the role
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements
- Work to embed a culture of inclusion and collaboration, within and beyond the Society.
- Be responsible for individual wellbeing, with the support of your manager
- Be inclusive and respectful of the experiences and knowledge of all volunteers, employees and people affected by dementia

Person Specification and Selection Criteria

Skills & Knowledge	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Demonstrable experience of working in fundraising products or events	E	A/I
Experience of developing and delivering excellent stewardship/communications to supporters across multiple channels	E	A/I
Experience of marketing, including briefing and commissioning of print, copy or design, and market research	E	A/I
Excellent project management skills, including experience in managing complex projects	E	A/I
Ability to monitor, collect and analyse data to produce clear and concise reports and recommendations	E	A/I
Ability to manage multiple priorities and meet tight deadlines	E	A/I
Ability to build and maintain strong relationships with internal and external stakeholders at all levels	E	A/I
Experience of working with email campaign management systems	E	A/I
Excellent verbal and written communication skills	E	A/I
Experience of budgeting and financial management	D	A/I
Excellent delegation, negotiation and influencing skills	E	A/I

Excellent interpersonal and presentation skills	E	A/I
An innovative and creative thinker with the ability to problem solve and implement solutions	E	A/I
Excellent organisational skills	E	A/I
Knowledge of Charity Law, data protection and legislation on consent	D	A/I
Knowledge of fundraising databases	E	A/I
Advanced knowledge of Microsoft Office suite including Word, Excel and PowerPoint	E	A/I
Able to show empathy for people with dementia and their carers	E	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Excellent communication skills, both verbal and written	E	A/I
Work collaboratively and be able to prioritise your workload effectively and remain solution focussed throughout your areas of work.	E	A/I
Strong interpersonal and interpretation skills will allow you to have open jargon-free conversations with the business.	E	A/I
Excellent organisational and timekeeping skills.	E	A/I
Excellent attention to detail.	E	A/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 motivated self-starter.	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.

This post will 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). If you require further information regarding Criminal Records Check, then please contact: careers@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 & 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