

Strategic Communications Officer

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.

Strategic Communications Officer

Position in the organisation

Reports to the Senior Strategic Communications Manager, with a dotted line to the Senior Strategic Communications Officer

Member of our External Relations team

Part of our Research and Influencing 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.

We are building a new Strategic Communications Team to foster collaboration, enhance clarity and consistency across our channels and improve efficiencies in how we work. The new Strategic Communications Officer will work alongside a Senior Strategic Communications Manager and Senior Strategic Communications Officer, supporting and delivering operational activity across our external-facing channels, to ensure our work is strategic, joined up and impactful.

They will help ensure our communications activity is integrated and co-ordinated across the organisation and will support on the planning and evaluation of our high priority 'moments', ensuring our activity makes Alzheimer's Society the deliberate go-to choice for people concerned or interested about dementia.

This role will work closely with media, social media, celebrity and ambassador, internal communications and brand and marketing functions on a daily basis and also build strong relationships with colleagues across the wider organisation.

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

- Responsible for managing communications calendar and supporting the running of the Integrated Communications Forum, ensuring consistent messaging, timely execution, and effective coordination across channels and among teams.
- Managing traffic of briefing documents and support the running of the Society's communications briefing process across teams and channels, ensuring a shared understanding of project's goals, scope, and objectives among stakeholders, leading to smoother project execution and improved outcomes.
- Provide operational project-management support on complex communications campaigns, working with teams across the Society to ensure maximum impact.
- Provide reporting of our external communications to the organisation and produce one off reports as required.

- Monitoring and updating Arena page and communicating key activity of the Strategic Communications team.
- Provide administrative support to quarterly meetings with Associate Directors and Head of Departments from across the organisation.
- Integrate and communicate key messages, key documents and creative assets across the organisation.
- Responsible for collating and supporting teams entering industry awards, advising on best practice and co-ordinating entries.
- Deputise for Senior Strategic Communications Officer where required.
- Build relationships with colleagues across the organisation, representing the communications functions in meetings to ensure our communications priorities are clear across the organisation.
- Drive equity, diversity, inclusion and belonging considerations through all your work, both internal and external facing.

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)
Experience working on marketing and/or communications projects.	A/I
Good written and verbal communication skills.	A/I
Ability to work constructively in partnership with teams and colleagues from across an organisation.	A/I
Ability to build good relationships with key stakeholders.	A/I
Effective IT skills with experience using Microsoft Office programmes (e.g. Word, Outlook, Excel, PowerPoint).	A/I
The skills required to manage projects and multiple tasks effectively.	A/I
Understanding of marketing and communications channels.	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

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 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