

Event Marketing Campaign 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.

Event Marketing Campaign Manager

Position in the Organisation

Reports to our Senior Marketing Manager

Member of our Events Marketing team in the Events team.

Part of the 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.

The Event Marketing Campaign Manager will manage complex multi-channel campaigns for our sports, challenge, and mass event program to drive participant recruitment. They will support the Senior Marketing Manager with planning across the event program, lead their own large campaigns and will oversee the planning and delivery of their line reports marketing activities.

They will also have involvement in our retention strategies, working with internal stakeholders across the Income and Engagement Directorate, to cross-sell event participants into other fundraising products to develop lifetime value.

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 contribute to the planning and development of each event campaign cycle and deliver areas of responsibility.
- To be responsible for developing and managing a marketing project plan for event campaigns.
- To ensure all communication is in line with the overall campaign concept and messaging and adheres to guidelines.
- Oversee the production of all marketing collateral for both participant and volunteering marketing.
- To be involved in managing the cross-selling of audiences ensuring lifetime value is maximised.
- Lead on the development and implementation of events marketing across a range of channels, including but not limited to TV, Radio, Digital, Direct Mail, Door Drops, email, SMS, social media and telephone marketing.

- To be responsible for part of the events budget, including monitoring spend and monthly reporting.
- To provide timely and accurate updates on key external campaign metrics to senior stakeholders.
- To closely monitor results of all communications and use learnings to optimise during and post campaign across all channels.
- To produce, where appropriate, regional marketing plans – working with internal stakeholders based in the regions to maximise reach on a local level.
- To ensure all internal and external relationships are developed and maintained to deliver the best possible result, including agencies, suppliers, and our internal marketing and press teams; implementing improvements where required.
- To be responsible for the evaluation of all lead areas after each campaign cycle, making recommendations for future campaigns.
- To stay up to date with new developments in direct response marketing techniques, both externally and internally.
- To support the Direct Response Marketing Officers in delivering multi-channel marketing strategies.
- As a line manager to be responsible for recruiting and welcoming new staff ensuring they have the right equipment and learning they need to operate safely and effectively.
- As a line manager to be responsible for developing our people, managing great and poor performance or behaviours.

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)
Demonstrable experience of planning, developing and delivering complex, multi-channel marketing campaigns.	E	A/I
Demonstrable experience of working in fundraising products or events or individual giving.	E	A/I
Strategic thinker with the ability to monitor, collect and analyse data to make clear decisions and make recommendations.	E	A/I
Experience of marketing and communications, including the ability to brief in print, copy, design or market research	E	A/I
Detailed understanding of acquisition and retention techniques.	D	A/I
Demonstrable experience in delivering customer retention activities.	D	A/I
Experience managing day-to-day relationships with agencies and suppliers (eg. print, creative, media, telemarketing)	E	A/I
Experience in budgeting and financial management.	E	A/I
Innovative thinker with a test-and-learn attitude.	E	A/I
Experience in using CRM and email marketing software.	D	A/I
Experience in line management.	D	A/I
Working knowledge of data protection regulation and industry best practice including GDPR.	E	A/I
Experience of building and maximising supplier relationships and where necessary holding them to account.	E	A/I
Ability to make sound and rational decisions under pressure.	E	A/I
Able to undertake occasional travel and overnight stays as required.	E	A/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 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