

Regional Fundraising Acquisition Officer

Job description

It will take a society to beat dementia. Alzheimer's Society.



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.

Regional Fundraising Acquisition Officer

Position in the organisation

Reports to the Senior Regional Fundraising Support Manager.
Member of the Support Team in the Regional Fundraising team.
Part of the Income and Engagement 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.

The Acquisition Officer will lead the delivery, optimisation and continuous improvement of multi-channel marketing campaigns, driving participation across Organise Your Own, Corporate, and Groups and Clubs activities. Using data, insight and testing, you will identify opportunities to maximise registrations and campaign performance; while bringing a strong understanding of sector trends to inform strategy and ensure marketing investment delivers maximum impact. Acting as a subject matter expert, you will embed a test-and-learn approach to continually refine campaigns and enhance results.

You will collaborate closely with internal teams, external stakeholders and media agencies to brief, manage and optimise campaigns from planning through to execution and evaluation. With a strong focus on performance monitoring, you will deliver clear, insight-driven evaluations and actionable recommendations to shape future activity. By staying ahead of market developments and championing innovation, you will play a key role in evolving our marketing approach and driving best-in-class campaign delivery.

This role will focus us:

- Delivering audience specific engaging content which performs against marketing campaign KPIs.
- Use data to report on performance, as well as identify new opportunities for growth.
- Proactively stay ahead of market developments to champion innovation.

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

- Planning, developing and executing marketing campaigns for Alzheimer's Society Regional Fundraising activity.
- Responsible for campaign KPI performance; meeting registration targets and other key metrics such as CPA.
- Delivering compelling copy, ensuring that all communication is in line with the overall campaign concept and adheres to Brand guidelines.
- Responsible for the production of all marketing collateral for all relevant Regional Fundraising acquisition campaigns.
- Development and implementation of Regional Fundraising marketing across a range of media channels.

- Delivering the marketing plan against expenditure budget.
- Provide timely and accurate updates on key campaign metrics to senior stakeholders, along with recommendations for improvements.
- Closely monitoring results of all communications and use learnings to optimise during and post-campaign across all channels.
- To stay up to date with new developments in direct response marketing techniques, both externally and internally to ensure we are at the forefront of sector trends and developments.
- Work closely with other teams, including Digital Marketing, Brand and Creative Services to develop campaigns with maximum impact.
- Responsible for the evaluation of each campaign, making recommendations for future activity.
- Driving innovation around marketing development and delivery, sharing best practice and ensuring application across multiple products.
- Stay at the forefront of market trends, competitor products and the fundraising sector to drive improvements in the event participant experience.
- 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.
- Occasional travel and overnight stays.
- Attend face-to-face departmental meetings and other events, which may include overnight stays.

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)
Demonstrable experience of planning, developing, and delivering complex, multi-channel marketing campaigns.	A/I
Demonstrable experience of working in fundraising products/events.	A/I
Strategic thinker with the ability to monitor, collect and analyse data to make clear decisions and make recommendations.	A/I
Experience of marketing and communications, including the ability to brief in print, copy, design or market research.	A/I
Experience managing day-to-day relationships with stakeholders	A/I
Experience in budgeting and financial management.	A/I
Innovative thinker with a test-and-learn attitude.	A/I
Experience in or ability to learn to use email marketing software.	A/I
Working knowledge of data protection regulation and industry best practice including GDPR.	A/I
Able to undertake occasional travel and overnight stays as required.	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 with a high level of motivation.	A/I
Good organisational and timekeeping skills.	A/I
Good 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 contributions 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 coooselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- 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