



**Alzheimer's
Society**

Senior Marketing Manager

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.

Senior Marketing Manager

Position in the organisation

Reports to the Head of Brand and Marketing.

Part of our 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 last few years have seen unprecedented growth in the public profile of dementia, driven in part by the growing size, impact and ambition of Alzheimer's Society – the UK's leading dementia support and research charity. In the past five years, our fundraising income has increased by nearly 50%, and our one-to-one dementia support services routinely reach over 100,000 people per year, with many hundreds of thousands more accessing our world-leading dementia support information via our digital and print resources.

As the Society enters its next phase, we're laying the foundations for even more ambitious growth. We need to ensure that everyone who needs dementia support today can access it, while constantly improving our ability to attract, engage and retain the donors, volunteers and campaigners who so generously give money, time and voice to deliver enduring change.

This role is pivotal to galvanising our society around dementia: creating the conditions for greater public engagement, determination and pressure for change. It will position dementia as a major health and social issue, mobilising the public to pressure the system for better diagnosis, treatment, care and support. By moving dementia from overlooked to unavoidable, the role will help make the electoral cost of inaction undeniable. All the while increasing awareness and engagement with Alzheimer's Society's vital and life changing support services and health information.

This role will be responsible for:

- Building the marketing strategy that brings dementia out from behind closed doors, raising public awareness of dementia as a major health and social crisis. By spotlighting the anger, frustration and injustice surrounding dementia, this role will help make dementia unignorable and empower society to speak up, seek support and demand better. They will be responsible for embedding this ambition across all Alzheimer's Society teams, content, channels and messaging.
- Leading the charge in driving the public to Demand a Better Future for people affected by dementia through targeted influencing marketing campaigns. Building our influencing and campaigning marketing programme from the ground up with key internal senior stakeholders to drive the public to pressure the government and the system to drive positive change around dementia diagnosis, treatment, care and support.
- Developing and deploying the next phase of our services and health information marketing strategy to continue reach people affected by dementia with our life changing support services and health information. By driving an increase in awareness, perceptions, understanding and engagement of our support through audience centred, multi-channel marketing strategies, plans and activations.

The role needs to translate business objectives into multi-channel marketing strategies and annual plans, and oversee the delivery of activations and campaigns that achieve the impact required – all rooted in a deep understanding of our audiences, their needs and the value we can bring, as well as the marketplace we operate in. The marketing campaigns could cover paid, earned, owned, and shared media – and all will contribute to a high-quality brand experience. Plus, we have a fantastic Brand and Marketing team and creative and media buying and planning partners to collaborate with, gain inspiration from and build sector leading creative work.

We're looking for someone with a strategic focus, who can influence and inspire across all levels, who brings experience and expertise in sector leading marketing strategies and plans. They'll report to the Head of Brand and Marketing and inspire and galvanise our Brand and Marketing team (with two direct reports), as well as teams they work collaboratively with across the organisations. With particular focus on those in our Services, Influencing, Mobilisation, Policy, Partnerships, Creative, Digital, Strategic Communications, Strategic Content, Media teams, to name but a few.

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

- Lead upper-funnel public engagement marketing that frames dementia as a major societal and public priority, building understanding, urgency and pressure for change alongside support and campaign marketing activity.
- Oversee the development and delivery of integrated, multi-channel marketing strategies, plans and campaigns for support services, health information, public awareness, campaigning and influencing priorities.
- Lead senior stakeholder groups to agree priorities, influence upwards and ensure marketing resource, plans and seven-figure budgets are focused on activity with the greatest potential to deliver organisational impact.
- Together with the Head of Brand and Marketing and other Senior Managers, lead the optimisation of support and influencing marketing budgets ensuring investment is integrated with and aligned to our wider Brand and Marketing programme.
- Run key steering and working groups to identify, unblock and respond to marketing challenges and opportunities.
- Lead cross-organisational teams and agency partners to deliver joined-up activity across paid, owned, earned and shared channels, maximising integration and cross-sell opportunities.
- Line manage two marketing executives and ensure the team operates as a high-performing, efficient function, with clear priorities, strong ways of working and shared accountability for delivery.

- Lead performance reporting across marketing activity, using data and audience insight to measure impact, inform recommendations to senior leadership and support decision making.
- Oversee media planning and implementation for support and influencing marketing campaigns in collaboration with inhouse delivery teams and external agencies.
- Commission audience-centred creative propositions with internal teams or external agencies to ensure marketing activity resonates with target audiences.
- Build trusted relationships with Heads and Associate Directors across Dementia Support and Partnerships, Evidence, Policy and Influencing, making recommendations and delivering against agreed objectives.
- Work closely with the Strategic Content team to shape integrated content plans, ensuring health information, services marketing, campaigning and influencing activity are joined up around audience needs and organisational priorities.
- Collaborate with the Audience Insight Team to ensure all decisions, campaigns and strategies are audience-informed and measurable.
- Deputise for the Head of Brand and Marketing when required.
- Approve expenditure within prescribed limits.

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)
Extensive experience of developing and deploying successful multi-channel marketing strategies and campaigns – ideally within the charity sector, health sector or government.	A/I
Demonstrable ability to translate organisational strategies and business needs into detailed, focussed marketing strategies, KPIs and objectives that directly contribute to organisational objectives.	A/I
Demonstrable professional expertise in marketing and advertising techniques and practices across paid, earned and owned and shared media: including out of home, paid search, digital, content, PR, social media, email, and video creation – working within strict timelines, budget and brand guidelines.	A/I
Experience managing and motivating high-performing, efficient and creative marketing teams.	A/I
Experience in planning, deploying and rephasing marketing budgets – making recommendations to enable strategic objectives.	A/I
Demonstrable experience in working closely with senior stakeholders, influencing upwards and delivering best practice ways of working.	A/I
Knowledge and experience of project and campaign management including analytical skills to monitor and review multiple simultaneous related activities and campaigns, and multiple deadlines.	A/I
Ability to develop audience centred briefs that inspire internal creative teams or external agencies to deliver powerful and compelling creative propositions.	A/I
Demonstrable experience of using audience insight to create engaging marketing activities and meet audience needs.	A/I
Experience of procuring, contracting, performance managing and nurturing relationships with key marketing suppliers/ agencies.	A/I
The ability to gain insights through analysing data and reports.	A/I
Good copywriting and proof-reading skills for a range of marketing mediums.	A/I
Effective communicator able to influence at multiple levels and galvanise teams.	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 determination to make a difference.	A/I
Effective 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