

Campaigns Communication 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.

Campaigns Communication Officer

Position in the organisation

Reports to the Campaigns & Mobilisation Manager
Member of our Evidence, Policy & Influencing team
Part of our Research & 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.

This role is key to Alzheimer's Society's ambitions to drive major policy change across England, Northern Ireland and Wales.

The Campaign Communications Officer will support in the delivery of impact focussed influencing campaigns that seek to change policy at both a local and national level across England, Northern Ireland and Wales; making the case for dementia to be the priority it needs to be. As part of our Evidence, Policy and Influencing team, this role will help us to deliver an emerging, integrated and high priority area of work for Alzheimer's Society.

The postholder will work on the development and delivery of our campaign messaging and narrative, ensuring that campaign communications are impactful, closely aligned to our organisational tone of voice and in line with Evidence, Policy and Influencing ambitions – with an aim to affect change in dementia policy at all levels across Northern Ireland, England and Wales. The post holder will work closely with other teams across the organisation, including, but not limited to, colleagues in External Relations, Marketing and Brand, Fundraising and Internal Communications and Engagement – working with these teams to effectively translate and communicate our evidence, policy and influencing messaging for a wide variety of internal and external audiences, for both offline and online platforms.

This role will require a combination of skills across communications and influencing disciplines. The ideal candidate will know how to translate complex policy into compelling and impactful communications that mobilise audiences and inspire people to take action. They will need excellent attention to detail and the ability to be dynamic in their use of tone, urgency and language, depending on the audience and communication.

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 the development and refinement of our influencing campaign messaging and communications, in line with Evidence, Policy and Influencing's objectives, the organisations tone of voice and approved external messaging.

- Responsible for the drafting, editing and reviewing of effective copy for a wide variety of offline & online sources, designed to engage supporters and influence policy.
- Responsible for the development of internal communications and messaging on behalf of the wider Evidence, Policy and Influencing team.
- Responsible for the development of communications and messaging that supports teams across the organisation to mobilise their audiences, in furtherance of policy change.
- Work collaboratively with other officers and managers across Evidence, Policy & Influencing to support the delivery of innovative, impact-focussed campaigns.
- Work collaboratively with others on the development and drafting of paid for media articles and thought leadership pieces, supporting in the development of social media content for senior members of the team.
- Work with Influencing colleagues across all nations to ensure that campaigning activity is tailored to the context and needs of the devolved nations.
- When required, represent the Society externally. This may include representing the Society in media interviews, at conferences and seminars across the UK.
- Working with the Campaigns and Mobilisation Manager, develop and oversee the execution of a high quality, innovative and impactful campaigns, in line with our policy and influencing objectives and agreed organisational priorities.
- Ensure the experience and insight of people with and affected by dementia informs our engagement, and that those we campaign with are increasingly representative of the dementia population.
- Drive engagement and involvement in our campaigning work across the Society, with particular attention given to collaborative work with communications teams, Involvement, Fundraising, Brand and Marketing and Internal Communications and Engagement.
- Support in the development and execution of message testing, adapting our approach based on learnings and themes from effective testing.
- Support the planning, execution and evaluation of our campaigning activity in the three nations.
- Updating social media and website activity relating to our Evidence, Policy and Influencing work.
- Support the Campaigns and Mobilisation manager to feed into the development of fundable propositions for the work of Evidence, Policy and Influencing.
- Work closely with influencing colleagues to advise on and drive the mobilisation of campaigners in pursuit of local change.
- Provide advice for staff and volunteers across the organisation on how to mobilise audiences to engage and influence decision makers at both a national and local level.

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)
Worked in a complex policy environment	I
Operated and thrived in a fast-paced, complex environment	I
Experience in delivering impactful communications for a wide variety of audiences, platforms and channels	A/I
Experience in developing campaigns that are collaborative and impact-focused, applying the appropriate tone of voice to specific opportunities and objectives	A/I
Comfortable and confident dealing with external and internal stakeholders	I
Able to influence across geographical and organisational boundaries, involving patients, service-users and/or those living with long-term health conditions in your work	I
Understanding and experience of translating policy into supporter focussed communications	I

Good written and verbal communicator with experience of producing accessible, high-quality content	A
Good analytical skills	I
Experience of writing to persuade, influence and inspire action	A
Able to commit to occasional travel across the country for meetings and events as required, and attendance at team days.	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 & 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