

Individual Giving Co-ordinator 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.

Individual Giving Co-ordinator

Position in the Organisation

Reports to the Individual Giving Manager or Individual Giving Officer
 Member of the Individual Giving 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.

We are recruiting for an Individual Giving Co-ordinator to join the Individual Giving Team. The role will project manage a variety of exciting direct marketing campaigns across multiple channels with a view to acquiring new supporters and/or retaining our existing supporters to maximise Individual Giving income.

This role is vital for the development and implementation of the Individual Giving team's strategy, at a time of exciting opportunity. It is essential for the team to meet its ambitious income target and increase donor retention to help support everyone affected by dementia.

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

- Work with the Individual Giving Manager or the Individual Giving Officer to meet both income and expenditure targets as agreed with the Senior Individual Giving Manager.
- Building effective working relationships with multiple internal stakeholders by following agreed ways of working, briefing thoroughly and celebrating success.
- Responsible for the day-to-day management of direct marketing campaigns set by the Individual Giving Manager/Officer.
- Using direct marketing techniques to meet target KPIs such as income, response rate and average gift. Regularly monitor and report on campaign performance – making recommendations where possible to improve results and flagging any issues to the line manager.
- Work with the Supporter Experience team to produce accurate and consistent data selections for campaigns.
- Delivering marketing campaigns to schedule and within spend budgets. Monitoring spends to stay within budget and negotiating the best possible price with suppliers.
- Optimise live campaigns, analyse results and produce end of campaign analysis reports to provide learnings to take forward in future campaigns.
- Compliance with Alzheimer's Society, Fundraising Regulator and Government body procedure and policies.
- To work closely with the Finance team to ensure income is coded correctly.
- To support the development and implementation of supporter journeys for new and existing supporters.
- To ensure marketing materials are maintain and updated. Writing and supplying copy, images and case studies for campaigns where required.

- Provide support to Individual Giving activities in terms of resource, planning and development, and campaigns, as applicable.

Other tasks

- To maintain the fundraising database and meet agreed standards.
- To produce newsletters and fulfilment mailings to enquiries and participants.
- To represent the team and the Society internally and externally as required.
- To ensure that the Society's reputation and brand are protected.
- Responsible for responding to enquiries in the Individual Giving team inbox within agreed timelines.
- To process and log invoices as necessary.

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)
Experience of working in a customer focused environment.	E	A/I
Excellent organisation and prioritisation skills to deliver a range of campaigns simultaneously, within agreed timescales, and to expected standards and budgets.	E	A/I
Analytical and numeracy skills to accurately monitor and report on campaign performance and produce campaign analysis with recommendations for future tests and improvements.	E	A/I
Ability to demonstrate sound judgement, make suggestions, and use initiative to overcome obstacles and continuously make recommendations to improve campaigns and the programme as a whole.	E	A/I
Demonstrable ability to negotiate with and influence others, who may have different priorities, to achieve common goals.	E	A/I
Up-to-date knowledge of the fundraising sector and key donor market.	D	A/I
Working knowledge of data protection regulation and industry best practice.	E	A/I
Strong IT skills including a high degree of competence using Microsoft Office, particularly Excel and Outlook.	E	A/I
Ability to build and maintain relationships with internal and external stakeholders at all levels	E	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Excellent communication skills, both verbal and written.	E	A/I
Work collaboratively and be able to prioritise your workload effectively and remain solution focussed throughout your areas of work.	E	A/I
Strong interpersonal and interpretation skills will allow you to have open jargon-free conversations with the business.	E	A/I
Excellent organisational and timekeeping skills.	E	A/I
Excellent attention to detail.	E	A/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

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.

This post will be subject to a satisfactory Criminal Records Check, from either the Disclosure and Barring Service (England & Wales), Disclosure Scotland Check (Scotland) or AccessNI (Northern Ireland). If you require further information regarding Criminal Records Check, then please contact: careers@alzheimers.org.uk

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 dependents 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