



Alzheimer's  
Society

# Campaign Reporting and Optimisation 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.

# Campaign Reporting and Optimisation Manager

## Position in the Organisation

Reports to the Senior Omnichannel Engagement Manager.  
Member of our Omnichannel Team in the Supporter Experience team.  
Part of our Income & 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 Campaign Reporting & Optimisation Manager will bring together data and insights from across the Society to inform strategic and tactical improvements to our supporter experience.

They will lead the approach to real-time reporting and optimisation at an audience, campaign, channel and product level for teams across Income & Engagement enabling teams to improve engagement, conversion and retention of supporters and drive income to the Society.

They will work with stakeholders across Income & Engagement (and where required, the wider Society) to identify reporting and testing requirements and use their expertise to advise on and implement the best solution. Where required they will deliver new and maintain existing dashboards, bringing together data from multiple sources for planning, optimisation and evaluation.

They will work closely with our Journeys Manager and our Insights teams to proactively identify actionable insight for journey and communications planning. And work with delivery teams to ensure a consistent approach to testing and optimisation for continuous engagement and conversion improvement across channels and products.

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

- Establish the ideal process and tools to meet Income & Engagement's warm marketing and communication reporting requirements, including identifying most appropriate tools, developing processes or integrations and recommending relevant metrics and measures
- Develop and maintain insight packs, bringing together insight from our Audience & Supporter Insight teams with recent performance data, to support cross-channel & product audience journey planning
- Manage reporting at an audience, campaign, channel and product level to improve real-time and post-activity visibility and analysis of performance across Income & Engagement
- Proactively analyse audience and performance data to identify opportunities for improvement in the supporter experience

- Build new and maintain existing dashboards for tracking KPIs using Power BI and other relevant tools like Orbit and Excel
- Bring together data from multiple data sources (for example from Fast Stats, Dotdigital, GA4, CRM and others) and develop data tables where required to meet new reporting requirements
- Proactively identify opportunities for data collection, testing and optimisation and work with Omnichannel Team and wider stakeholders to deliver this
- Actively identify insight, metrics and measures that could be used to improve supporter journeys and communications through a variety of tactics including improved selections, further segmentation, personalisation, channel selection and more
- Embed better understanding and use of data across teams and stakeholders to inform effective decision-making, planning and optimisation of ongoing activity
- Prioritise new reporting requirements, identified opportunities and ongoing analysis work against Income & Engagement and Society wide objectives to ensure the greatest impact
- Be the lead for the Omnichannel Team on tracking to ensure accurate reporting outcomes, work closely with the Data In and Digital Experience team on UTMs and source codes including setting up new source codes where required

## 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.
- To champion the diverse needs of people affected by dementia by working in a manner that facilitates inclusion and collaboration, within and beyond the Society.
- To support and enable volunteering activities.
- To 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.
- To be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- To administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements.
- Work to embed a culture of inclusion and collaboration, within and beyond the Society.

## Person Specification and Selection Criteria

Skills & Knowledge	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Experience building and maintaining dashboards in Power BI or similar tool	E	A/I
Experience reporting on warm customer/supporter marketing across a range of channels including post, telephone, email and SMS	E	A/I
Experience developing insight packs or guides by audience, product or channel to translate complex insights into actionable tactics	E	A/I
Experience bringing together different data sets or data from different systems to demonstrate insight or performance	E	A/I
Experience working with performance data from a variety of sources, for example Fast Stats, People Stage, Dotdigital, CRM, Orbit, GA4	E	A/I
Experience working with stakeholders to understand requirements and deliver reporting solutions	E	A/I
Experience producing guides and training for colleagues with varying levels of digital literacy	E	A/I
Good understanding of data management processes and compliance	E	A/I
Experience managing complex projects with cross-functional teams	E	A/I
An understanding of customer journeys and the metrics that enable their performance to be measured	E	A/I
A demonstrable understanding of campaign tracking via UTM and/or source codes	E	A/I
Experience doing data selections with SQL, Fast Stats, People Stage or similar tool desirable	D	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Confident, engaging, clear communication skills, both written and verbal, with the ability to successfully convey complex information	E	A/I

A team player with the confidence and integrity to inspire trust and collaboration across a diverse matrix organisation	E	A/I
A solution focused and collaborative approach, from someone who can support colleagues when needed and who knows when to ask for help	E	A/I
Thorough attention to detail and strong organisation skills that enable them to deliver their best work	E	A/I
Commitment to the mission, values and goals of the Alzheimer's Society and an understanding of the issues involved in prioritising the interests of vulnerable and disadvantaged groups	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](mailto: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 & 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