



Alzheimer's
Society

Brain Health Adviser

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.

Brain Health Adviser

Position in the organisation

Reports to the Development Lead.

Member of our Local Services team.

Part of our Dementia Support and Partnerships directorate.

Working in collaboration with the clinical team at the Manchester Brain Health Centre

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 role forms part of an exciting new approach to supporting people at the earliest stages of memory concern, one that brings together clinical expertise, research, and personalised support to help people take action to support their brain health. The Brain Health Adviser will work closely with clinicians, researchers, and community partners at the Manchester Brain Health Clinic to provide tailored information, motivation, and practical guidance to people with mild cognitive impairment (MCI) and their families. Using motivational interviewing and behaviour-change techniques, they will help people explore realistic and meaningful lifestyle changes. They will signpost services and activities that can support these changes, helping to protect and strengthen brain health.

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

- As part of an innovative project, working within the Brain Health Centre, the postholder will support the delivery of this new approach and contribute to how the role evolves over time as learning from the project emerges.
- Work directly with people attending the clinic, using person-centered and motivational interviewing approaches to help them identify and sustain practical lifestyle changes that support their brain health and wellbeing.
- Work collaboratively with clinicians, researchers and community partners to ensure people are connected with relevant information, research opportunities, services, and activities.
- Take basic health measures (e.g. blood pressure) and record relevant information to support clinical partners in assessing overall brain health.
- Contribute to the evaluation and ongoing development of the project by maintaining accurate records, completing regular reporting, and gathering feedback from people and families about their experiences of the service.
- Responsible for sharing best practice with colleagues and taking part in peer support and team case discussions to strengthen the developing field of brain health support.
- Promote awareness of brain health and the factors that support wellbeing by contributing to community engagement and outreach activities, with a focus on currently underserved communities.

- Uphold the highest standards of confidentiality, safeguarding, and data protection and maintain professional boundaries in line with Alzheimer's Society policies and professional standards.
- Develop and maintain clear, accessible information resources for people attending the clinic and for wider community use about brain health and the clinic's work.
- If applicable, support volunteers contributing to the brain health programme, providing guidance and ensuring their positive engagement in line with Society policies and procedures.
- To undertake any other duties or projects commensurate with the nature and grade of this post as required to meet the service specification/contracted service requirements.
- Proactively support an inclusive and welcoming working environment, where all colleagues, volunteers and people we support feel able to be themselves.

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Build genuine connections with people, creating safe, encouraging conversations that help them feel understood, supported, and motivated to take action for their brain health.
- Use empathy, curiosity, and clear communication to inspire confidence and influence positive lifestyle choices that can help people explore changes that matter to them.
- Collaborate confidently with clinicians, researchers, and community partners, ensuring information and support are well coordinated.
- Help shape a new model of support by working collaboratively with colleagues across the Alzheimer's Society.
- Work flexibly and creatively within a developing project environment, adapting to new learning and contributing ideas that shape how the service develops.
- Be proactive in seeking out and understanding what support is available locally, building a strong network of contacts to connect people with activities and services that can genuinely help them thrive.
- Be responsible and accountable for the delivery of high-quality information, advice and support, including emotional support, across a range of areas.
- Work in a manner that facilitates inclusion, compassionately with people from all backgrounds, ensuring everyone feels welcome, heard, and represented within the service
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements.
- Professional in representing the needs and values of the organisation and its clients in external settings.
- Active contributor to the wider organisation, modelling values and fostering a positive team culture.
- Travel independently within the service area to meet patients, community organisations and team members.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Strong organisational and time management skills, with excellent attention to detail and the ability to prioritise workloads effectively	A/I
Flexible, creative, and confident in adapting to change within a developing project environment	I
Inclusive and culturally sensitive, with a strong commitment to equality, diversity, and ensuring all individuals feel welcomed and represented	I
Passionate about improving health outcomes and supporting people to maintain wellbeing	I
Knowledge of, or willingness to learn about, mild cognitive impairment (MCI), brain health, healthy ageing, and behaviour change approaches (e.g. motivational interviewing)	I
Understanding of confidentiality, safeguarding, and data protection requirements.	I
Experience of partnership or multi-agency working with health, research, or community organisations.	A/I
Ability to contribute to evaluation and service improvement, including feedback collection, co-design, and accurate record keeping and reporting.	A/I
Competent IT skills, including the use of databases, Microsoft Office, video conferencing, and online platforms.	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.	I
Be a self-starter and incredibly motivated.	A/I
Excellent organisational and timekeeping skills.	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
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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**

Follow us on Twitter and Instagram @Alzheimerssoc and Like us on Facebook or check out Alzheimer's Society YouTube channel [youtube.com/AlzheimersSociety](https://www.youtube.com/AlzheimersSociety)

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