

# Dementia Friends Engagement 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.

# Dementia Friends

## Engagement Officer

### Position in the organisation

Reports to the Dementia Friends Programme Manager  
Member of our Dementia Friends team.  
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.

Our national flagship Dementia Friends programme aims to raise awareness of dementia, improve public understanding and mobilise people to support people living with the condition. It is delivered in a variety of ways, including by volunteers in the community, digital content and resources for organisations and partners.

The Dementia Friends Engagement Officer is responsible for delivering the programme within a specific region. This includes role managing volunteers and delivering an excellent volunteer experience to recruit, train and retain volunteers who deliver the programme. It includes engaging with external stakeholders to promote the programme and the importance of raising awareness of dementia across the community.

The role also supports staff who deliver Dementia Friends Sessions in the region and the delivery of other Dementia Friends routes, including for individuals and organisations. The role will work closely with teams across the organisation to support their Dementia Friends needs, from volunteer delivery to organisation rollouts, where needed.

The role will lead and deliver projects to develop the programme and its resources to maximise its impact and value.

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 and accountable for the day-to-day delivery of Dementia Friends programme within a geographic region and working beyond your region to support when needed.
- Work with internal colleagues to develop and deliver inclusive local plans to recruit volunteer Dementia Friends Ambassadors and engage with external stakeholders to promote opportunities.

- Develop, deliver and maintain a high-quality training and induction programme for volunteers.
- Responsible for delivering excellent stewardship and volunteer management to maximise engagement and retention of volunteers and other assigned relationships, ensuring they are fully supported in their role and are following programme protocols.
- Responsible for supporting teams across the organisation to utilise the Dementia Friends programme to an agreed framework and through all its delivery routes (including volunteers, organisations and individuals)
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- Lead on an assigned programme route or audience and be responsible for the associated development, engagement plans and impact reporting.
- Responsible and accountable for delivering other assigned projects to develop the programme.
- Develop and maintain excellent working relationships, working with key colleagues across all Directorates to deliver Dementia Friends.
- Work closely with the national volunteering team to ensure volunteering plans and strategies are embedded within our programme and good practice is shared.
- Identify and deliver opportunities to maximise the programme's potential to support income, volunteering, campaigning and other strategic aims.
- Contribute to continuous improvement of the programme's volunteer role and experience.

## Other tasks

- Responsible for gathering stories and content to showcase the impact of the programme locally.
- Contribute to other work/projects within the Dementia Friends team.
- Ability and willingness to travel on behalf of the Society, including occasional overnight stays as required.
- Ensure people affected by dementia shape and can participate in the programme.
- Promote a better understanding of dementia across the community.

## 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	Application (A) or Interview (I)
Excellent volunteer management skills with significant experience of managing volunteers	A/I
Experience of organising and delivering training, meetings and events	A/I
Experience of relationship management supporting multiple stakeholders types, including individuals and organisations*	A/I
Excellent interpersonal and influencing skills, with the ability to forge strong relationships internally and externally.	A/I
Excellent presentation skills with experience of delivering to high profile audiences	A/I
Track record of delivering against targets	A/I
Excellent organisational skills and experience of managing multiple priorities simultaneously to deadlines	A/I
Experience of planning and delivering projects, including monitoring and evaluation.	A/I
Experience of working on high profile and complex national programmes within a local context*	A/I
Strong admin skills	A/I
Understanding of social change programmes and mobilising support for change*	A/I
Experience of creating and adapting content for different audience needs	A/I

An understanding of the shared responsibility for fundraising*	A/I
An understanding of the needs of people with dementia and their carers*	A/I

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

*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