

# Partnerships Marketing Executive 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.

# Partnerships Marketing Executive

## Position in the Organisation

Reports to the Senior Marketing Manager.

Member of the Brand and Marketing 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 specialists 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 Brand and Marketing Team achieves this by taking responsibility for helping deliver communications and marketing campaigns that will deliver against allocated areas of the Society's strategy.

It's an exciting time to join the Society, our new brand strategy launched in 2023 with a national multi-channel campaign, The Ultimate Vow, followed by The Long Goodbye in 2024. We also worked with Channel 4 to produce the documentary 'Love, Loss and Dementia' fronted by Anna Richardson which aired autumn 2024.

Over the past year we've worked with major sporting partners such as sporting bodies like The FA, The ECB, and League Managers Association as well media partners that include TNT Sports, Sky Sports and DAZN, running targeted activity within football, cricket, rugby and golf. These respective partners and our corporate partners who include British Airways, CBRE and Travis Perkins provide fantastic foundations and opportunities to increase our reach through major and trusted organisations. We are looking to develop and build on how we work with these and new partners over the coming years to reach more people who need our support, want to donate, and get involved with the Society.

The role will support the Senior Marketing Manager implement the respective sports partnership and corporate partnership marketing strategies through bespoke targeted campaigns and integrated campaigns such as Dementia Action Week and World Alzheimer's Month, working closely with our Corporate Partnerships team to deliver mutually beneficial marketing campaigns.

This will include helping to measure, and oversee the delivery of campaigns that achieve the impact required (including consideration metrics such as brand profile building, brand awareness and education; and conversion metrics such as direct response/ acquisition – depending on the job to be done) – all rooted in a deep understanding of our audiences, their needs and the value we can bring, as well as the market place we operate in. The campaigns could cover paid, earned, owned and shared media – and all will contribute to a high-quality brand experience.

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 closely with the Snr Marketing Manager and take ownership of certain areas of marketing plans, managing and executing cross channel, integrated marketing campaigns and activities, working closely with a range of internal and external stakeholders.

- Build key relationships with internal teams and external partners to deliver successful marketing campaigns.
- Oversee the development and production of high-quality marketing communications for the Society (e.g. digital and social assets, merchandise, emails, videos, web banners, etc.), liaising with our in-house design team, as well as external designers, creative agencies and our print management company to ensure consistently high quality on-brand creative output.
- Gain a deep understanding of our key audience insight and develop messaging and propositions – writing copy as needed.
- Monitor the external market in which we operate and use this insight to shape marketing plans.
- Involve people affected with dementia in shaping our marketing strategies and executions.
- Produce reports and detailed evaluations of marketing activity – sharing best practice with other teams.
- Monitoring brand guideline adherence and ensure marketing communications produced across the Society are on brand. This includes visual identity, tone of voice and house style.
- Provide marketing support to teams across the Society, and work across other parts of the Society's marketing as needed, working closely with the Senior Marketing Manager's and other Marketing Executives, providing project management and campaign assistance when 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.
- Champion the diverse needs of people affected by dementia by working in a manner that facilitates inclusion and collaboration, within and beyond the Society.
- Support and enable volunteering activities.
- 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.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.

- Administrate and organise their 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)
Solid experience and understanding of brand and marketing - within the not-for-profit sector or other organisations	E	A/I
Demonstrable project management skills - experience of project managing marketing campaigns	E	A/I
Experience of producing a wide range of marketing communication materials across different marketing channels	E	A/I
Experience of digital and social media marketing	E	A/I
Experience working with external agencies – briefing and managing creative suppliers	E	A
Experience of working with brand guidelines – reviewing creative, copy and concepts for fit with brand	E	A
Excellent communication skills	E	A/I
Excellent copywriting skills	E	A
Experience analysing audience data and designing marketing activity based on this insight	E	A/I
Demonstrable creative thought and the ability to review creative concepts	E	I
Analytical skills to be able to evaluate marketing data and measure campaign success	E	A/I
In touch with latest thinking on marketing techniques – particularly digital	E	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Excellent attention to detail	E	A/I

Ability to prioritise, manage and co-ordinate a large number of projects simultaneously	E	I
Excellent interpersonal and stakeholder management skills	E	I
Combines both creative thinking and analytic abilities	E	I
Proactive in their approach to work, and able to work somewhat independently	E	A/I
Excellent problem-solving abilities	E	A
A completer finisher – this role is tasked with delivering campaigns and assets	E	A
Commitment to the mission, values and goals of Alzheimer’s Society	E	I
Understanding the issues involved in promoting the interests of vulnerable or disadvantaged groups	E	A/I
Champions the diverse needs of people affected by dementia	E	I
Always bases actions and decisions on evidence	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 & 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