

## Digital Product Manager (Fundraising)

# 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.

# Digital Product Manager (Fundraising)

## Position in the organisation

Reports to the Digital and Ecommerce Lead  
Member of our Digital and Ecommerce 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.

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

The Digital Campaigns and Optimisation team is a multidisciplinary digital team responsible for delivering high-quality digital experiences, maintaining day-to-day digital operations and improving performance across the digital estate. The Digital Product Manager (Fundraising) is responsible for maximising fundraising income through digital products, tools, as well as instilling a user-centred approach across digital fundraising activities. The Digital Product Manager plays a key role in supporting the Digital Campaigns and Optimisation team to help futureproof the Society's digital fundraising offer.

In this dynamic and varied role, the Digital Product Manager will work closely with the Digital and Ecommerce Lead and the Senior Digital Campaigns and Optimisation Manager on meeting and improving income and conversion rate targets for digital fundraising products. The role will lead on a programme of continuous improvement and is responsible for the growth and conversion rate optimisation of the owned products, which includes the donations and events registrations platforms and other fundraising tools.

Working with internal and external stakeholders, the Digital Product Manager is responsible for balancing user needs with business objectives and will act as a consultant for wider digital fundraising initiatives across the organisation.

The Digital Product Manager is responsible for managing external partners, suppliers and stakeholders, and acts as a bridge between Fundraising teams and technical delivery stakeholders, bringing workstreams together to achieve stakeholder satisfaction and meet requirements.

The role works with the Digital Campaigns and Optimisation Managers to embed a culture of digital skills, as well as a user-centred product management culture within Fundraising. The Digital Product Manager will ensure that team is confident in using the products as content editors and can act as first line support. The Digital Product Manager also proactively identifies viable additions to add to the Fundraising portfolio.

## Key Accountabilities and Responsibilities

- Responsible for the day-to-day management and the continuous improvement of owned digital fundraising products and third-party fundraising platforms to meet agreed KPIs, including income and conversion rate targets.
- Responsible for improving and measuring product conversion rates, developing a CRO focused roadmap to ensure we are maximising all fundraising opportunities.
- Manage a continuous process of delivery – developing, launching and optimising new functionality and products on a regular basis. To coordinate rigorous testing on all completed developments.
- Work with colleagues across the organisation on developing user journeys, embedding a regular programme of user testing and ensure data-driven, user-centric decision making.
- Define and coordinate rigorous testing on all developments.
- Champion and guarantee the accessibility of digital fundraising products so they can be easily used by our audiences across a range of devices.
- Ensure that product documentation is kept up-to-date and shared with key stakeholders.
- Support budget management.
- Work with the Digital and Ecommerce Lead to meet targets for digital products that cover user satisfaction, income generation and wider business goals.
- Continuously monitor and report on the performance of live products against key competitors and agreed targets.
- Create and manage key product reports.

### Other tasks

- Advocate and contribute towards the team's training and upskilling initiatives.
- Support and participate in planning processes and business-as-usual procedures across Fundraising teams.
- Proactively manage the relationship with relevant suppliers, ensuring best service and cost efficiency.
- Improve, maintain or optimise internal processes to streamline the ways of working between the digital fundraising teams and technical delivery stakeholders.
- Conduct regular horizon-scanning and auditing of existing products and suppliers, attending training and sector/industry events with the aim of identifying viable digital fundraising opportunities.

## 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) |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| Product management or significant digital website management, with extensive fundraising or ecommerce experience.                                                                                                   | A/I                              |
| Strong understanding of user experience, measurement, optimisation and delivery skills.                                                                                                                             | A/I                              |
| Experience of managing the relationships between a large complex organisation and business-critical suppliers with a focus on maximising efficiency. Improving communication and reporting, and maximising revenue. | A/I                              |
| Demonstrable experience of success in a role that has required strategic vision and influencing/stakeholder management at a senior level.                                                                           | A/I                              |
| A good understanding of the digital fundraising environment, the relevant platforms and their integration into other systems including reporting dashboards and databases.                                          | A/I                              |
| Experience of working with data, analytics (GA4), experimentation and writing clear, persuasive narrative reports.                                                                                                  | A/I                              |
| Knowledge of industry best practice and new developments.                                                                                                                                                           | A/I                              |

|                                                                                                                                                                                                                                                     |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Experience of establishing and delivering training and training/supporting others to do the same.                                                                                                                                                   | A/I |
| Excellent time management skills and ability to manage complex competing workflows, strong prioritisation skills.                                                                                                                                   | A/I |
| A team player with the confidence and integrity to inspire trust and collaboration across a diverse matrix organisation, and to explain complex technical issues with clarity to audiences with varying levels of pre-existing technical knowledge. | 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)*

## Criminal Record Check

This post may 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). Please select the level of Check required for this role:

Basic ☐

Enhanced ☐

Not Applicable ☒

Candidates - If you require further information regarding Criminal Records Check, then please contact: [careers@alzheimers.org.uk](mailto:careers@alzheimers.org.uk)

Hiring Managers - If you require further information regarding Criminal Records Check for this role, then please contact: [Employeesupport@alzheimers.org.uk](mailto:Employeesupport@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



## Work Life Balance

- Annual leave of 27 days increasing