

Direct Response Marketing Officer 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.

Direct Response Marketing Officer

Position in the Organisation

Reports to the Events Marketing Campaign Manager.
Member of the Events Marketing team in the Events team.
Part of our 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 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 Direct Response Marketing Officer will manage and deliver multi-channel marketing campaigns, driving participation for our sports, challenge, and mass event program.

They will work with different teams across the organisation, as well as with our media agency and external stakeholders, to brief, optimise and evaluate marketing campaigns, with a focus on monitoring performance and coordinating evaluations. They will make recommendations to help inform and improve future campaigns.

Every day will be different, for example, the role can include writing marketing copy for a campaign, working with internal and external designers to develop creative ideas, or producing a post-campaign report.

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

- To plan, develop and execute event marketing campaigns for Alzheimer's Society fundraising events.
- To draft compelling copy, ensuring that all communication is in line with the overall campaign concept and adheres to guidelines.
- Oversee the production of all marketing collateral for both event participant and event volunteering marketing.
- Lead on the development and implementation of events marketing across a range of channels, including but not limited to TV, Radio, Digital (including social media), Direct Mail, Door Drops, email, SMS and telephone marketing.
- To be responsible for part of the events budget, including monitoring spend and monthly reporting.
- To provide timely and accurate updates on key campaign metrics to senior stakeholders.
- To closely monitor results of all communications and use learnings to optimise during and post-campaign across all channels.
- To produce, where appropriate, regional marketing plans – working with internal stakeholders based in the regions to maximise reach on a local level.
- To ensure all internal and external relationships are developed and maintained to deliver the best possible result, including agencies, suppliers, and our internal marketing and press teams; implementing improvements where required.
- To be responsible for the evaluation of each campaign, making recommendations for future campaigns.
- To stay up to date with new developments in direct response marketing techniques, both externally and internally.

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)
Demonstrable experience of planning, developing, and delivering complex, multi-channel marketing campaigns.	E	A/I
Demonstrable experience of working in fundraising products/events and/or individual giving.	E	A/I
Strategic thinker with the ability to monitor, collect and analyse data to make clear decisions and make recommendations.	E	A/I
Experience of marketing and communications, including the ability to brief in print, copy, design or market research.	E	A/I
Experience managing day-to-day relationships with agencies and suppliers (eg. print, creative, media, telemarketing)	E	A/I
Experience in budgeting and financial management.	E	A/I
Innovative thinker with a test-and-learn attitude.	E	A/I
Experience in using CRM and email marketing software.	D	A/I
Working knowledge of data protection regulation and industry best practice including GDPR.	E	A/I
Able to undertake occasional travel and overnight stays as required.	E	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Excellent communication skills, both verbal and written	E	A/I
Work collaboratively and be able to prioritise your workload effectively and remain solution focussed throughout your areas of work.	E	A/I
Strong interpersonal and interpretation skills.	E	A/I
Excellent organisational and timekeeping skills.	E	A/I
Excellent attention to detail.	E	A/I

Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	E	A/I
Be a self-starter and incredibly motivated.	E	A/I
Show passion for the cause and will work to maximise our income to increase the impact we have on the lives of people affected by dementia.	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

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