

Associate Director of Strategy

Job description

It will take a society to beat dementia. Alzheimer's Society.



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.

Associate Director of Strategy

Position in the organisation

Reports to the Chief Policy and Research Officer

Line Manages Head of Evaluation and Impact, Head of Strategy

Member of our Senior Leadership team.

Part of our Research and Influencing 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.

This is a pivotal role in shaping and delivering the Alzheimer's Society strategy at a time of significant opportunity and challenge. Building on strong foundations, the Assistant Director of Strategy will ensure the Society's strategic direction translates into clear priorities, coordinated action and measurable impact across the organisation.

Working closely with the CEO, Chief Policy & Research Officer, and wider Executive Leadership Team, the postholder will bring together evidence, insight and organisational priorities to support high-quality decision-making and long-term direction setting.

They will play a central role in developing and embedding a high-performing strategy function, strengthening alignment between strategy, planning, insight and performance, and ensuring the Society remains focused on the areas of greatest impact for people affected by dementia.

They will also lead the Society's key cross-organisational priorities on dementia prevention and health inequalities, ensuring these are embedded across strategy, planning and delivery, and drive measurable impact.

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

Strategy Delivery, Alignment and Support

- Lead the implementation and ongoing evolution of the Society's strategy, translating it into clear organisational priorities and choices.
- Support the Executive Leadership Team and Board with high-quality insight, analysis and decision-ready materials.
- Ensure alignment between strategy, planning and delivery through close partnership with corporate planning and individual directorates, measuring impact across the system and using this to inform strategic advice and decision-making.
- Support clear and consistent use of the strategic narrative, working with colleagues and external stakeholders—including volunteers, supporters and people with lived experience—to embed it across the organisation and beyond.

Strategic Priorities and Cross-Society Coordination

- Work in partnership with the corporate planning team to provide alignment and clear lines of sight between strategy, planning and budgeting.
- Support the Effective Organisation teams with the development of prioritisation work, strategic project management and resource allocation.

Prevention, Health Inequalities and Emerging Priorities

- Translate the Society's ambition on dementia prevention and risk reduction into a coherent, organisation-wide approach, shaping clear priorities, pathways and "big bets" that align activity across research, influencing, services and engagement, and enable a consistent, evidence-led focus on reducing risk at population and individual level.
- Coordinate the embedding of health inequalities as a core strategic priority across all areas of the organisation, ensuring this informs decision-making, prioritisation, partnerships and delivery, and drives a clear, measurable shift in equitable outcomes for people affected by dementia.
- Identify and incubate new strategic areas of focus in response to emerging evidence, trends and opportunities.
- Use data, evaluation and insight to track progress, challenge performance and strengthen impact.

Strategy Function Leadership

- Build and run a high-performing strategy function that meets evolving organisational needs.
- Strengthen integration across strategy, insight, evaluation and performance functions.
- Develop tools, frameworks and capabilities that enhance strategic thinking and decision-making across the Society.
- Foster a collaborative, effective culture focused on impact and continuous improvement.

We are looking for someone who can...

- Translate strategy into delivery, aligning organisational effort behind clear priorities and outcomes, with a practical and pragmatic focus on what will drive impact in practice.
- Provide trusted strategic advice and challenge to Executive and senior stakeholders.
- Anticipate future trends and identify opportunities to strengthen impact, responding with agility to emerging evidence and changing context.
- Build strong relationships across the organisation and with external partners.
- Lead and develop high-performing teams and ways of working.
- Champion evidence-led decision-making and continuous learning.
- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.

- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- 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.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

•

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Strong strategic leadership capability, with experience of shaping, translating and delivering organisational strategy into clear priorities and measurable outcomes.	I
Deep understanding of strategy development, corporate planning, performance and evaluation frameworks, and how these integrate to drive impact.	I
Ability to generate and synthesise complex evidence, insight and data to inform high-quality decision-making at Executive and Board level.	A
Knowledge of population health, prevention and/or health inequalities, and how these translate into organisational priorities and delivery models.	A
Proven ability to coordinate complex, cross-organisational programmes, managing interdependencies and aligning diverse stakeholders.	I
Excellent communication skills, including the ability to develop compelling strategic narratives and translate complex concepts for varied audiences.	I
Strong understanding of organisational dynamics, governance and decision-making processes within large, complex environments.	A
Experience of building and leading high-performing strategy, insight or performance functions and developing organisational strategic capability.	I

Competencies & personal attributes	Application (A) or interview (I)
Strategic thinker and translator, able to move between long-term vision and practical delivery, focusing on what will make the greatest difference.	I
Influential and credible advisor, builds trust with senior stakeholders, providing constructive challenge and insight to shape decisions.	I
Collaborative and inclusive leader, works “Better Together”, building strong relationships across directorates and with external partners.	I
Outcome-focused and pragmatic, prioritises effectively, maintains pace, and ensures delivery remains focused on measurable impact.	A
Adaptable and forward-looking, operates effectively in ambiguity and complexity, anticipates emerging trends and responds with agility to changing evidence and context.	A

Values-led and compassionate, demonstrates a strong commitment to equity, inclusion and improving outcomes for people affected by dementia.	
Committed to continuous learning and improvement, champions evidence-led practice, reflection and ongoing development across teams.	

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**

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

Our benefits



Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contributions 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 coooselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- 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