

Head of Brand and Marketing

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.

Head of Brand and Marketing

Position in the organisation

Reports to the Associate Director of Brand, Marketing and Communications.
Part of the Income & Engagement Directorate and Leadership Team.

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.

The last few years have seen unprecedented growth in the public profile of dementia, driven in part by the growing size, impact and ambition of Alzheimer's Society – the UK's leading dementia support and research charity. In the past five years, our fundraising income has increased by nearly 50%, and our one-to-one dementia support services routinely reach over 100,000 people per year, with many hundreds of thousands more accessing our world-leading dementia support information via our digital and print resources.

As the Society enters its next phase, we're laying the foundations for even more ambitious growth. We need to ensure that everyone who needs dementia support today can access it, while constantly improving our ability to attract, engage and retain the donors, volunteers and campaigners who so generously give money, time and voice to deliver enduring change.

Crucial to this next period is continued growth of public awareness, understanding and engagement regarding dementia, as well as growth of the Alzheimer's Society brand. As Head of Brand and Marketing, you will be instrumental in helping us deliver this growth. Leading a team of marketing specialists, and working with senior stakeholders across the organisation, you'll use your extensive experience in marketing and brand development to help shape our brand strategy, and lead on all aspects of our brand development and marketing activity. You will also be responsible for designing and delivering marketing strategies and campaigns for a wide range of Society activity, including the promotion of our vital support services and resources, driving engagement with our campaigning and influencing work, growing our volunteer base, amplifying all our messages via external partnerships, and furthering other key strategic priorities – for example around diagnosis rates and better engaging underserved groups.

You will play a key role in ensuring the strategic coherence of our brand, marketing and communications activity, leading our Strategic Communications and Brand Integration teams while maintaining close relationships with key external agencies, and senior colleagues in PR / Press, Creative, Content and Digital, and Fundraising marketing teams. Throughout, you will collaborate with our in-house research and analysis teams to ensure your team's work and impact is supported by exceptional audience insight and evaluation. You will use your growth mindset to act as a role model to drive forward an inclusive, collaborative, high-performance culture - making sure our values and expected standards of behaviour are embedded across your department, and the wider organisation.

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 with senior stakeholders, including the Associate Director of Brand, Marketing and Communications and Chief Marketing Officer, to define and progress our overarching brand strategy.
- Lead the delivery, implementation and monitoring of brand marketing activity.
- Lead the planning, delivery and monitoring of other ongoing, annual and ad hoc marketing campaigns to achieve business goals and advance the Society's strategic priorities.
- Advocate for and proactively deliver greater alignment and integration across all our marketing and communications activity, in service of our overarching positioning and purpose.
- Actively promote and maximise the benefit of creative, cost-effective marketing tactics (e.g. partnership-based) to increase efficiency and multiply the impact of all our marketing and communications activity.
- Lead our Brand Integration function to ensure consistency of visual identity and key messaging, and our Strategic Communications team to ensure coherence and coordination of paid, owned and earned media activity.
- Actively ensure the creative coherence and optimisation of external-facing marketing and media activity across the Society – working especially closely with Fundraising marketing leads and our PR / Press and Creative, Content and Digital teams.
- Work with our Audience Insight teams to ensure high quality data and evidence are at the heart of strategic and tactical decision-making across the Brand and Marketing department.
- Manage day-to-day relationships with key external agencies, including our lead brand creative agency and media partner.
- Ensure the voices of relevant audiences are listened to and reflected in associated marketing and brand activity.
- Drive a culture of high-performance and continuous improvement across the Brand and Marketing department.
- Role model the Society's values at all times, promoting the compassionate use of clear objectives, proactive feedback and communication to enable your team to thrive in line with our ambitious growth strategy.
- Proactively create continuous opportunities for personal learning and development and learning and development for others and the whole organisation.
- Proactively build and maintain relationships with senior level, cross-function peers and/or high-profile external stakeholders/suppliers.
- Proactively contribute ideas, insights and opportunities in senior settings to help deliver against our organisational strategy.

- Provide proactive, high-quality, trust-based challenge and support to all Income & Engagement Leadership Team colleagues across all topics.

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.
- 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)
Experience of leading a successful marketing function, with responsibility for managing significant multi-million pound expenditure budgets, hitting highly-scrutinised targets and influencing at a senior, organisation-wide level.	A/I
Experience of leading or contributing to brand development and brand marketing strategies across multiple channels.	A/I
Experience of leading impactful multi-channel marketing campaigns that drive awareness and emotional engagement.	A/I
Experience of using audience insight and evaluation to create engaging marketing activities and meet a range of different audience needs.	A/I
Experience of production of high quality, impactful marketing communications.	A/I

Experience of providing direction to integrated creative and communications teams to ensure alignment, quality and impact of outputs in relation to stakeholder needs.	A/I
Experience of managing external agencies, including creative and media partners.	A/I
Experience of driving continuous improvement in a team, informed by horizon scanning and the synthesis of knowledge, insight and experience to guide impactful plans and results.	A/I
Experience of effective influencing across a range of senior internal and external stakeholders to deliver alignment, integration and impact.	A/I
Experience of using and sharing data, insights and evidence to communicate with key stakeholders, inform strategy and deliver impact.	A/I
Experience of developing and delivering change and continuous improvement.	A/I
Experience of driving a high-performance culture, at a team and organisational level, through clear accountabilities, objective setting, performance management, coaching, feedback and development	A/I
Experience of financial planning, including setting, managing and monitoring complex and flexible budgets, achieving financial targets.	A/I

Competencies & personal attributes	Application (A) or interview (I)
Skilled at inspiring and leading people.	A/I
Able to demonstrate proactively seeking and acting on feedback and exceptional skills in listening and communicating across multiple audiences.	A/I
Able to perform well in time-sensitive situations and comfortable working with ambiguity, competing priorities and delivering at pace.	A/I
Demonstrates sound decision-making, taking personal accountability for risks and decisions within their function and remit.	A/I
Experience of building collaborative relationships, using appropriate challenge and support, managing conflict and behaviours and role modelling a growth mindset	A/I
Able to work collaboratively and prioritise workload effectively, remaining impact and solutions-focussed throughout your areas of work.	A/I
Good interpersonal and interpretation skills, enabling you to have jargon-free conversations everyone you work with.	A/I

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