

Job information

Digital Lead

This position is full-time, permanent, and based in the ADI office in London. Remote or international applicants may be considered for this role depending on circumstances.

Salary £33,000 - £35,000

ADI offers flexible working, an 8% employer contribution to a contributory pension scheme, employer-sponsored pension guidance, 33 days annual leave (including bank holidays) and a cycle to work scheme.

Background

Alzheimer's Disease International (ADI) is the worldwide federation of Alzheimer associations which support people with dementia and their families. ADI was founded in 1984 and is registered as a non-profit organisation in the USA. Based in London, ADI has been in official relations with the WHO since 1996.

ADI's vision is world where the risk of developing dementia is reduced, where dementia is understood by all, where best care practices and innovation are embraced, and where timely diagnosis, effective treatments, and compassionate support are available to everyone living with dementia and their care partners.

ADI believes that the key to addressing dementia lies in a unique combination of global solutions and local knowledge. As such, it works locally, by empowering Alzheimer and dementia associations to promote and offer care and support for people with dementia and their family carers, while working globally to focus attention on dementia and campaign for policy change from governments. ADI produces global socioeconomic information on the disease and publishes the World Alzheimer Report as well as a host of other papers and publications.

ADI is a federation that primarily works by empowering its member associations, taking into consideration their geographical and cultural diversity. Each of our members is a non-profit Alzheimer or dementia association supporting people and their care partners. We can only achieve our aims if we work closely together with our members and other non-governmental organisations. More information can be found at www.alzint.org/what-we-do

Job description

Post title: **Digital Lead**

Responsible to: Head of Policy and Communications

Main purpose of the job:

- Lead ADI's digital communications, including the website, social media, newsletters, blogs, brand identity and creative design.
- Monitor, analyse and evaluate digital communications performance to measure impact and optimise engagement.

Key tasks

1. Lead on ADI's website and sub-sites, including content development (including blogs and news stories), optimisation and analytics, and work with external agencies to develop new features and enhance existing functionality.
2. Lead on development of ADI's Global Perspective e-newsletter, and general e-communications, from content planning and development, to deployment and monitoring, and subscriber growth.
3. Lead on, and plan ADI's social media output: developing content, supporting the wider team to develop content, deploying, building audience and improving audience engagement, and analysing performance
4. Lead on event promotion, creative content development and dissemination across ADI's digital communications channels.
5. Monitor social media trends, advising on new platforms, opportunities and risks.
6. Lead on ADI's video content, including YouTube channel, generating and advising on content.
7. Develop and create graphics or visuals to support ADI's brand and communications.
8. Liaise with relevant ADI creative and digital agencies.
9. Work with the Head of Policy and Communications and Policy and Communications Officer in the digital aspects of key campaigns (such as, World Alzheimer's Month), from idea generation, advice, content development, deployment and monitoring.
10. Generate internal reports including the digital dashboard for Board reports.
11. Assist the Head of Policy & Comms in identifying digital KPIs, aligned to the business plan.
12. Advise the senior team on digital strategy aligned to business planning.
13. Manage the digital budget

14. Assist in drafting presentations & speeches for senior ADI staff or ADI Board members.
15. To perform any other reasonable task commensurate with this post, as required.

Person Specification

Essential:

- Confidence and experience of digital platforms including social media, email delivery and website content management
- Experience of designing graphical content.
- Strong written and oral communication skills in English
- Good attention to detail
- Experience of writing for different audiences and mediums
- Ability to work under pressure, including multi-tasking
- Good working knowledge of Microsoft Outlook, Word, PowerPoint, Excel
- Empathy with ADI's aims and values

Desirable:

- Experience in creative design and video content generation.
- Interest or experience in dementia, neurology, health or social care
- A relevant degree
- Knowledge of a second language
- Experience of work in the voluntary sector
- Experience of campaign or event promotion
- Basic graphic design and video editing skills