



**Alzheimer's Disease  
International**

*The global voice on dementia*

## **Job information**

### **Digital lead**

Permanent contract; Full time. Based at London office in SE1 with some opportunity to work from home.

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 prevention, care and inclusion today, and cure tomorrow. ADI believes that the key to winning the fight against dementia lies in a unique combination of global solutions and local knowledge. As such, it works locally, by empowering Alzheimer 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 association supporting people with dementia 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](http://www.alzint.org/what-we-do)

## **Job description**

**Post title:** Digital Lead

**Responsible to:** Policy & Communications Manager

### **Main purpose of the job:**

- Lead on ADI's digital outputs including the main website, e-Comms, social media, blogs etc.
- Lead on the management, delivery and analysis of ADI's monthly e-newsletter, Global Perspective

### **Key tasks**

1. Lead on website, including content generation, optimisation and analytics. Advise and support on ADI's campaign and event websites and intranet.
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 grow subscribers
3. Lead on ADI's social media output, supported by the wider ADI team: developing content, deploying, building audience and improving audience engagement, and analysing performance
4. Support the wider ADI team on digital opportunities and communications, including the events team for the digital elements of events
5. Develop/grow ADI's contact database through acquisition and retention strategies
6. Monitor social media trends, advising on new platforms, opportunities, etc.
7. Lead on ADI's video content, including YouTube channel, generating and advising on content, captioning etc.
8. Support the creation of ADI infographics
9. Liaise with relevant ADI creative and digital agencies
10. Campaigns. Support the Policy & Communications Manager and Membership Manager in the digital aspects of key campaigns (e.g., World Alzheimer's Month and #WhatsYourPlan), from idea generation, advice, content development, deployment and monitoring
11. Develop ADI blog space, continuing to improve content generation, identify authors, increase readership and engagement
12. Generate internal reports including the digital dashboard for Board reports

13. Support/cover for the Policy & Communications Manager during sickness/leave, including media requests. Brief the Policy & Communications Manager to reciprocate cover for sickness/leave.
14. Help manage and maintain ADI's contact database
15. To perform any other reasonable task commensurate with this post, as required.

## **Person Specification**

### **Post title: Digital Lead**

#### **Essential:**

- Confidence and experience of digital platforms including social media, email delivery and website content management
- Strong written and oral communication skills in English
- GCSE English A-C or equivalent
- 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:**

- Communications experience, including dealing with the media
- Interest or experience in dementia, neurology, health or social care
- A relevant degree
- Good numeracy skills and attention to detail
- Knowledge of a second language, preferably Spanish or Chinese
- Experience of work in the voluntary sector, ideally in an office environment
- Experience of campaign or event organisation
- Basic graphic design and video editing skills