

Job information

Post title: Communications and Policy Manager

Salary: £25,000 - £30,000 per year

This position is full-time, permanent, and based in the ADI office in London. Some international travel for several days at a time will be required.

ADI offers flexible and some home working, an 8% employer contribution to a contributory pension scheme, employer-sponsored pension guidance, and a cycle to work scheme.

Background

Alzheimer's Disease International (ADI) is the international federation of Alzheimer and dementia associations around the world; in official relations with the World Health Organization. Our vision is risk reduction, timely diagnosis, care and inclusion today, and cure tomorrow.

We believe that tackling dementia requires efforts at global, regional and local levels. We work by empowering Alzheimer and dementia associations to advocate for dementia as a national priority, to raise awareness and to offer care and support for people with dementia and their care partners. Globally, we strive to focus attention on dementia, maintain it as a global health priority, campaign for better policy from governments and encourage investment and innovation in dementia research.

ADI was established in 1984 by an initiative of the Alzheimer associations in the USA, UK, Australia and Canada. We have over 100 members, generally one in each country. Each member is a not-for-profit organisation that focuses on supporting people living with dementia, their carers and families.

ADI is a not-for-profit organisation registered in the USA. Our main office is in London, UK, with an Asia Pacific regional office located in Jakarta, Indonesia. More about our vision and strategy is at <https://www.alzint.org/about-us/vision-strategy/>

Job description

Main purpose of the job

- Communications: Delivering ADI's communication plan and line managing the Digital Communications Coordinator
- Policy: Campaign lead, liaison with World Health Organization and United Nations, and event support
- Publications: Support, including report planning, content generation and collation, with some copywriting, editing and proofreading
- Leading the coordination of World Alzheimer's Month

Key tasks

1. Manage the implementation of ADI's communications plan, including line managing the Digital Communications Coordinator
2. Oversee and execute the generation, delivery and monitoring of the monthly calendar of e-Newsletters, including the 3 times yearly Global Perspective newsletter, supported by the Digital Communications Coordinator
3. Digital lead, managing the Digital Communications Coordinator to maintain the website, plus ADI's social media platforms and to lead on digital content generation, including in-house video
4. Lead on, and manage, the annual World Alzheimer's Month campaign, including leading on design and production of materials, and working with the Membership Manager on support material dissemination, bursary applications and member communications.
5. Lead on production of infographics
6. Design agency management
7. Lead on communications support for other key staff including Membership and Events
8. Preparation of presentation slides, predominantly for CEO, Deputy CEO and key Board members
9. Manage the generation process for press releases and news stories, including engagement with ADI's PR agency. Manage and track media activity.
10. Support policy strategy including the writing of briefing and position papers, official statements at World Health Organization, United Nations etc. and generation of official letters and letters of support
11. Liaison with key organisations (World Health Organization, United Nations etc.) including setting up of meetings, agendas and managing action points.
12. Lead on generation of content for an annual publication to coincide with the World Health Assembly on progress against the Global action plan on dementia. (Supported by Senior Publications Manager and Membership Manager)
13. Lead on the maintenance and updating of national dementia plans data.

14. Support policy event participation and policy event logistics, including the managing and briefing of speakers, participants and volunteers. Plus representing and presenting on ADI's behalf.
15. Support the Senior Publications Manager to deliver aspects of publication strategy including report content generation and collation, copywriting, design agency liaison and proofreading.
16. Support the Research & Policy Project Lead on outputs relating to ADI's research participation.
17. Brand and style guide guardian.
18. Any other reasonable task commensurate with this post as required by the Deputy CEO or CEO.

Person Specification

Qualifications

Desirable

- Degree or equivalent qualification in subject relevant to the role

Knowledge, Experience and Skills

Essential

- Experience in developing a strategic approach to policy and advocacy, including deploying evidence based, influential policy positions and recommendations, and an understanding of the role of external agents (e.g. government, media, public) in shaping public policy
- Excellent organisational and planning skills, and ability to manage competing priorities and meet deadlines
- Demonstrable digital skills including website CMS (e.g. WordPress or similar), email promotion (e.g. Mailchimp or similar), CRM database, social media platforms and analytical tools
- Good working knowledge of Microsoft Outlook, Word, PowerPoint, Excel
- Ability to travel abroad
- Staff management experience
- Fluent written and spoken English
- Excellent content generation skills
- Excellent copywriting skills
- Excellent proofreading skills
- Good numeracy skills and attention to detail
- Ability to demonstrate initiative
- Ability to liaise with people at all levels both inside and outside the organisation

- Ability to work well within a team
- Ability to work alone and self-motivate
- Ability to adapt quickly and respond positively to change
- Drive to make a difference in people's lives

Desirable

- A second major world language
- Experience of working with elderly or other community organisations
- Experience of working for a charity or NGO