

**Information pack  
Events Fundraising Assistant  
October 2009**

Dear applicant,

Thank you for your interest in the above position with Alzheimer's Society.  
Please find enclosed an information pack as requested.

We ask you to fill in your application carefully, giving all relevant information and in particular, setting out the ways in which you meet the competencies outlined in the job description. You should provide clear and concise examples of a time when you have had to use the necessary skills.

Please indicate on your application whether you are interested in a full time or part time role and if part time how many hours you would consider working.

The application should be typed or completed in black ink. The panel will be considering the presentation of your application during the selection process.

Your completed application and any additional papers should be returned to us by **5pm on 20 November 2009**. Late applications will not be accepted.

**Please send your completed application form to:**

**Recruitment**

**Human Resources**

**Alzheimer's Society**

**Devon House**

**58 St Katharine's Way**

**London**

**E1W 1JX**

**Or e-mail [recruitment@alzheimers.org.uk](mailto:recruitment@alzheimers.org.uk)**

Yours faithfully

The Recruitment Team

## **Information for Candidates**

### **Alzheimer's disease and dementia**

Alzheimer's Society is concerned with all forms of dementia, of which Alzheimer's disease is the most common. Structural and chemical changes in the brain are responsible for the devastating effects of dementia which include deterioration of memory, confusion over time and place, changes in personality and behaviour together with the loss of everyday skills such as driving or telling the time and, as the disease progresses, the ability to wash or dress or even recognise friends.

More than 700,000 people in the UK have some form of dementia - one in 20 of those aged 65 or more and one in five of the over 80s. As the population ages we expect this figure to rise and demand for specific services to grow.

### **Alzheimer's Society**

Alzheimer's Society is the leading national care and research charity for people with all forms of dementia, their families and carers. We offer support, give information and advice, run day care and home care services, campaign for adequate benefits, proper assessment and high quality care and we fund research into the causes and possible treatments for dementia.

The Society delivers its services through a combination of national and local activity and last year provided help to over 100,000 people.

The Society had a total income of £41m in the last reported financial year (2006/07), and this continues to grow rapidly. The main sources of funds are through fundraising, legacies and statutory/contract income.

Alzheimer's Society is made up of approximately 240 local branch operations, varying in size from £10k to £600k pa, supported by a central office based in London. We employ approximately 1,800 staff and benefit from the time and commitment of up to 5,000 volunteers covering a range of duties from direct care to finance. The Society has grown to this size in under 30 years, and is still ambitious. The challenge is to build on its successes, to actively pursue growth and develop services across the country, whilst at the same time improving governance arrangements and the management of risk.

### **Financial picture**

Total income grew in the financial year 08/09 by £6.2 million or 14% to £51.7 million (2008: £45.5 million). £1.7 million of this growth was in grants and contracts for services provided through branches, and this now represents 35% of total income evidencing both the importance of, and the demand that exists for, our branch based services. Subscriptions, donations and fundraising income grew by £3.6 million, and now represent 35% of total income.

Total charitable expenditure increased during the year by £5.4 million. Almost 90% of this expenditure continued to be in providing care services and direct services to people with dementia and those who care for them.

### **Fundraising**

Alzheimer's Society raises funds nationally and regionally from individuals, companies, trusts and statutory bodies and also by trading greetings cards, gifts and promotional goods. Fundraising activities include individual giving, events, in-memoriam donations, a national raffle and trading catalogue, legacies, regional and local fundraising, and the operation of the Society's membership scheme.

Fundraising reflects the values of the Society and is carried out to the highest ethical standards. Alzheimer's Society is a member of the Fundraising Standards Board.

## **Alzheimer's Society**

### ***Job Description***

#### **Events Fundraising Assistant**

Salary: **£19,921 pa pro rata**

Contract: **Initial fixed 3 month contract (temp to perm)**

Location: **Tower Hill**

Reports to: **Bupa Great Runs Project Manager**

#### **1. Main Purpose of job**

- To support the delivery of the Bupa Great Runs Charity of the Year partnership
- To support all potential and current runners for the Alzheimer's society running programme
- To act as a first point of contact for external and internal stakeholders

#### **2. Position in Organisation**

- Reports to Bupa Great Runs Project Manager
- Part of the Bupa Great Runs Project Team

#### **3. The Scope of the job**

- To offer outstanding customer care
- To carry out administrative tasks including mailings and data recording
- To communicate important information on the Bupa Great Runs to the internal project team
- To support the Project Manager in the delivery of the Bupa Great Runs COTY

#### **4. Dimensions and limits of authority**

- Accurate keeping of data and all information relevant to events
- Responding to participant's requests and fulfilment of materials
- Reporting and updating the Project Manager and regional teams on running numbers

#### **5. Duties and key responsibilities**

- Receive and track donations before passing on to the supporter care team
- Allocation and monitoring of charity places.
- Pull existing reports from progress to monitor participant sponsorship when requested by the project officer
- Development of relationships with supporters / participants
- Data input of runners' personal information
- Fulfilment of internal logistical processes
- Fulfilment of regular participant communication mailings
- To be responsible for stock levels and ensuring new stock is ordered in good time

### **Customer Care**

- To ensure all responses are handled within agreed standards
- To support participants through regular contact via telephone, email and letter as outlined in the project officer's communications plan
- To represent the Society at external events and ensure that events participants are well taken care of in order to encourage donor retention and repeat support.

### **Administrative tasks**

- To maintain the fundraising database to agreed standards.
- To fulfil mailouts to supporters.
- To be responsible for stock levels and ensuring new stock is ordered in good time.

### **Other**

- To work out of normal office hours as required by the events programme.
- To represent the Alzheimer's Society both internally and externally, at events and meetings.
- To carry out any other tasks as are commensurate with the general level of this post as requested by Events Manager / Officer.

### **Person Specification**

#### **Education / Qualifications / Knowledge**

- Numerate and literate, good standard of education
- Knowledge of MS Office (word, excel, powerpoint)
- Knowledge of Charity Law \*
- Knowledge of fundraising databases \*

#### **Experience**

- Administrative experience
- Experience of working with databases.
- Experience of working in customer relations environment

#### **Skills / Abilities**

- Excellent communication skills, especially verbal
- Ability to build and maintain relationships with 3<sup>rd</sup> parties
- Ability to maintain records accurately
- Excellent interpersonal skills
- Ability to work to deadlines
- Ability to work on a number of projects at the same time

#### **Personal Qualities**

- Ambitious, innovative, target driven and self-motivated.
- Able to show empathy for people with dementia and their carers.

- Trustworthy, patient and a good relationship builder.
- Enjoys working as part of a team.

## **JOB APPLICATION GUIDELINES**

Alzheimer's Society aims to be an equal opportunities employer. We aim to treat every applicant fairly. The information you provide in your application form is the only information we will use in deciding whether or not you will be invited for interview, so it is important that you complete it with care. To help you, please follow these guidelines.

1. Please complete all sections of the form.
2. Please complete the application form in black ink, as it will be photocopied. Do not stick or glue paper to the back of the form – it gets caught in the photocopier. Please add a separate piece of paper instead.
3. After reading the person specification and job description, think carefully about your application and consider to what extent you have the skills and experience necessary to meet the requirements of the post.
4. Your last and present post allows you the opportunity to tell us about the work you are doing or have done in the past. Be as brief as you can, and use the personal statement at the back of the form to describe in more depth your skills, knowledge and experience relevant to the job.
5. Under the section 'Education, qualifications and training' you are asked to state your qualifications or name a course that you attended. We do not need a full account of your education since your junior school days. It is sufficient to state that you have a specific number of 'A' levels and GCSEs unless you are asked for a specific qualification on the person specification, such as GCSE English. You should mention qualifications or training relevant to the post you are applying for.
6. The personal statement is an important part of the application form and should be used to tell us how you meet the person specification. Always remember to specify your responsibilities rather than those of your section or department. Remember to explain how your current or previous experiences relate to the job you are applying for.
7. Please ensure that your completed application form is returned by 5pm on the closing date stated on the advertisement. Do not attach any other documentation apart from the equal opportunity monitoring form. Any attachments, such as CVs, references or photocopies of your qualifications, will be disregarded and will not be seen by the selection panel.
8. In order to make good use of the charity's money, your application will not be acknowledged unless you enclose a stamped addressed postcard or similar, nor will you hear from us unless you are selected to attend for interview.

## **Information for candidates**

### **Terms and conditions of employment**

Outlined below are some of the main terms and conditions of employment relevant to all employees of the Society.

#### **1. Probation**

All posts are subject to a probationary period of 12 weeks unless otherwise stated on the letter of appointment. During this probationary period, either party may give the other one-week's notice in writing to terminate the employment. After successful completion of the probationary period, the notice stated on your contract of employment will apply. During probation the salary is paid at the probation rate, following successful completion of probation the salary is increased to the substantive rate, ie the advertised salary.

#### **2. Annual leave**

The holiday year runs from 1 April to 31 March. In each holiday year, in addition to bank and statutory holidays, the holiday entitlement will be in the first full year 25 days, scaled down according to start date. This then increases in line with service as follows: During the first full leave year and up to 2 leave years 25 days, third leave year 26 days, fourth leave year 27 days, fifth leave year 30 days. Holiday will be calculated on a pro-rata basis for part-time workers.

#### **3. Pension scheme**

The Society operates a Group Personal pension scheme. All employees under the age of 75 may join the scheme on completion of their probationary period. Employees may contribute a percentage of their salary to the scheme, and the Society will double the employee's contribution up to 8% of the employees' gross salary. This will mean that a 1% Employee contribution will attain a 2% contribution from the Society and a 4% contribution will attain the maximum 8% from the Society. Alzheimer's Society will not pay into a personal pension scheme.

#### **4. Salary payment**

All new employees are placed on a grade based on the Society's salary scheme, which is normally reviewed in April of each year. The commencing salary is as stated in the letter of appointment. Salaries are paid in arrears on the 25th of each calendar month, by direct credit transfer into a bank or building society account. (If the 25th falls at a weekend, payment is made on the working day immediately prior to the 25th)

#### **5. Sick leave**

The Society operates an occupational sick pay scheme that is based on length of service with the Society.

## **6. Retirement age**

The Society's normal retirement age is 65. However, staff may be employed who are over the age of 65. Any applicant aged 65 and over who is successful in obtaining a position with the Society should be aware that as a result of the Employment Equality (Age) Regulations 2006 they will now have the statutory right to claim unfair dismissal. They will now also be entitled to a statutory redundancy payment if they are made redundant. In addition, they also have the right to claim statutory sick pay for up to 28 weeks if they are absent from work due to sickness.

## **7. No smoking**

The Society operates a no smoking policy