



# Head of Campaigns for Change

Candidate briefing recruitment document



# Dementia NI

is a unique and  
dynamic local  
organisation.

My focus is on creating a positive culture where our members can thrive and have their voices heard. I am proud to lead this member-led organisation - delivering our life changing work for our members, now and in the future.

Clare Watson  
CEO, Dementia NI.





# The story of how we were created inspires us to strive for better every day.

**Dementia NI was set up in 2015 by five individuals living with dementia. They felt that their voice was not being listened to and that they didn't have the space to live well with their diagnosis. They wanted to change this, not just for themselves, but for all the others they knew would come after them.**

Our vision is everyone living well with dementia, and we work alongside our members to drive positive change to help make that happen. Our members are all individuals living with a diagnosis of dementia and are at the heart of everything we do.

We have just celebrated our 10th birthday year. So much progress has been made in those first ten years, but there remains much to do. We are now looking to the future, and what comes next for Dementia NI.

We have just launched our new five-year strategy to guide us through this next stage on our journey. This new strategy will support Dementia NI to continue to develop and respond to the needs of our members, now and in the future. The story of how Dementia NI was created inspires us to strive for better every day, and we will continue to work alongside our members to drive positive change, that improves the lives of people living with dementia.

We cannot do this work alone, but by working together, our incredible members, volunteers and staff make a real and lasting change for more people with a diagnosis of dementia.

Thank you for your interest in being part of our team, and helping to support the fabulous work of our members.

*Clare Watson*

**Clare Watson**  
CEO

About us

**Our members  
are at the  
heart of  
everything  
we do.**



Dementia NI is a local member led charity created by, and for, people with dementia. We work across Northern Ireland, with over **120 members, all living with a diagnosis of dementia**. We work alongside people in the early to mid stages of dementia, providing vital peer support after a diagnosis.

We work to **challenge misconceptions and break down the stigma** that still exists around dementia. Our members share the message of **hope that it is possible to live well with dementia**.

We campaign to **bring about change and make things better** for those living with dementia now, and those who will live with the condition in the future.

## Vision

Everyone  
**living well**  
with dementia

## Mission

People with  
dementia **driving  
positive change**

## Aims



**Challenge** the stigma of having a diagnosis of dementia



**Empower** members to campaign for the rights of people living with dementia



**Support** members to lead in awareness-raising and changing perceptions of dementia

## Values

- **Member led**
- **True to our purpose**
- **Being heard, understood and respected**
- **Inclusive and accessible**

Our members, who are all living with dementia, make a difference by driving positive change.



# Pat's story

After getting my diagnosis of Parkinson's Disease with Lewy Body Dementia, I felt my life was over and kept asking myself, "What is left for me to do? What can I achieve now? Is this it?"

**Thankfully, my local Dementia NI Empowerment Group gave me hope and a sense of purpose.**

I feel I have been given my voice back, I can talk openly, I'm heard and understood.

Along the way, I have faced challenges, but those experiences have helped shape who I am today. I believe in being open and honest about my story, and I hope that by sharing it I can encourage others, offer understanding, and show that it is possible to live well with a diagnosis. That's why I am passionate about promoting inclusion, challenging stigma, and helping to drive positive change.

I do this by staying actively involved in my local Empowerment group, where I meet with others, share experiences, and support each other.

I have also taken part in awareness-raising work, using my voice through the media and on local radio to challenge misconceptions and speak about the realities of lived experience. For me, it is important to show that people can live well and remain an active part of my community when they are given the right support, opportunities, and understanding.

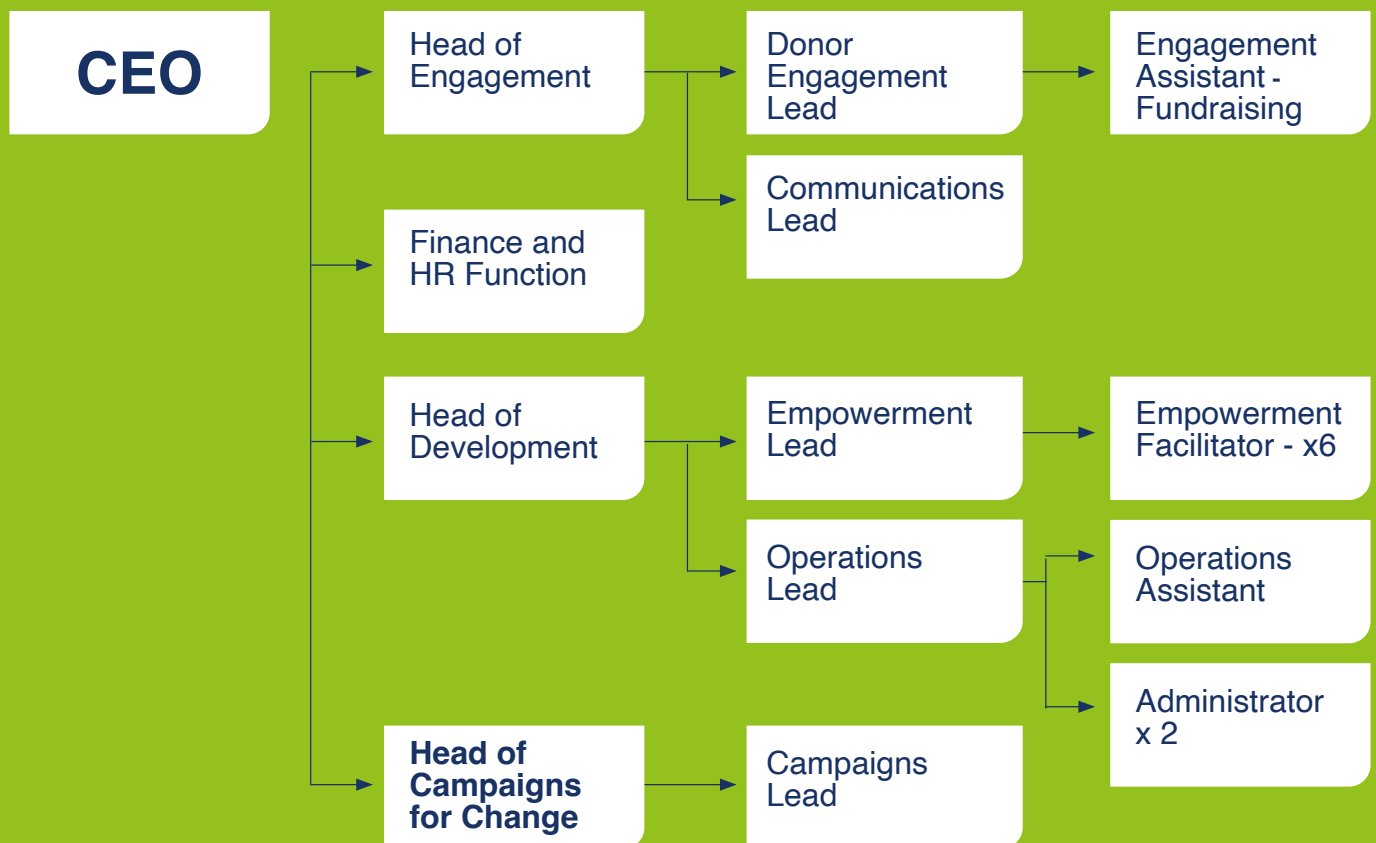
If I had to have a motto for life it would be '**onwards and upwards**'. I owe a lot of that to the support and encouragement I have received from everyone at Dementia NI, showing me that it is still possible to live well.

**Pat Cullinan**  
Member of Dementia NI's  
Empowerment Group, Ballymena

# Organisation Structure

**We have a skilled and dynamic Board of Trustees, committed to ensuring strong governance and strategic direction for Dementia NI.**

*Reflecting the ethos of Dementia NI, our Board of Trustees includes board members with a diagnosis of dementia.*



# Our Teams



**Across our organisation, staff are united by a shared commitment to work in a way which reflects our values and supports our vision of everyone living well with dementia.**

**This commitment ensures we work together as one team, always focused on achieving the best possible outcomes for our members so they are empowered to challenge stigma, campaign for the rights of everyone living with dementia, and play a leading role in raising awareness and changing perceptions of dementia.**

## **Development**

Our Development department leads on the delivery and development of Dementia NI's services for people living with dementia. The department includes our Empowerment Team and our Operations Team.

Our Empowerment Team supports our members and facilitates our Empowerment Groups and local activities and projects. The team also delivers our vital 'In The Same Boat' which enables people to share experiences of what it is like living with dementia.

Our Operations Team co-ordinates our volunteer recruitment and support as well as providing practical support for the delivery of our work across the organisation. The team implements the processes which underpin our work and contribute to our ongoing success.

## **Engagement**

Our Engagement Department leads on our communication and fundraising activity, sharing the impact of our work and securing the vital income that makes it possible.

Our Communications Team promotes our life changing work and services, amplifying the voices of our members and facilitating opportunities for members to challenge the stigma and change the conversation around dementia.

Our Fundraising team uses a collaborative and innovative approach to securing the funds we need to deliver our vital work and raise awareness of Dementia NI. The team strives to ensure that every donor and supporter enjoys a rewarding connection with Dementia NI and feels valued.

## **Campaigns and Policy**

Our Campaigns and Policy department is newly established within Dementia NI, reflecting our commitment to developing and resourcing our member led campaigning as highlighted within our new strategy.

The new department will lead on our campaign and policy work. The team will use a rights-based approach to campaigning and will work alongside our Member Forum and wider membership to deliver our strategic objectives on campaigning for change.

Introduction  
to the role

# Head of Campaigns for Change





# Introduction to the role

**Dementia NI has just celebrated ten years of driving positive change for people living with dementia.**

It is an important milestone. An opportunity to recognise the amazing achievements our members have made in challenging stigma, but also to look ahead to the work that remains to ensure that people diagnosed with dementia can live well with their diagnosis and be involved in decisions that affect their lives.



Throughout 2025, we worked with our members to develop our new five-year strategy. As a member led organisation, it was crucial that all members across Northern Ireland could engage with the development of the new strategy.

This new strategy will support Dementia NI to continue to develop, and respond to the needs of our members, now and into the future.

Developing our member led campaign work is a priority in the new strategy and we now have an exciting opportunity to join our senior management team, leading on our campaigns and policy work.

Dementia NI leads the way in member involvement and participation. We are committed to ensuring that our campaign and policy work also leads the way in using a member led approach.





We are looking for someone who understands this approach and who is passionate about getting the best from it; building and developing a framework, and team, to deliver this with our members.

We are at the beginning of our journey to deliver our campaigns and policy work. This is a new role and an exciting opportunity for the right person to develop and shape the department and team to meet the needs of Dementia NI and our members.

You will join a skilled and engaged senior management team, and working collaboratively with colleagues across departments will be vital to the success of this role.

If this role excites you, and you feel you have the right skills, experience and approach to make a difference to the campaigns and policy work of Dementia NI, I would love to hear from you.

*Clare Watson*

**Clare Watson**  
CEO

## Job Purpose

Provide strategic leadership to our campaigns and policy team on campaign for change and dementia related policy work.

Develop the campaigns and policy department and team, reviewing needs and creating a framework for delivery of the work.

Ensure that Member Forum are fully supported to lead in prioritising campaign issues, designing and delivering campaigns and that the wider membership is informed and provided with opportunities to support the work.

Role:

# Head of Campaigns for Change

DEPARTMENT  
**Campaigns and Policy**

RESPONSIBLE FOR  
• Campaigns Lead  
• Developing team; roles to be agreed

LOCATION  
**Belfast Office with flexibility to work from home 2-3 days /week**

HOURS  
**FTE 37.5 hrs /week.  
Part time hours can also be considered (min. 28 hrs /week)**

REMUNERATION  
**Starting salary: £46,275  
(point 1 on scale)**

## This is an exciting time to join Dementia NI.

Developing our campaigns and policy work is a priority within our new strategy. We have already laid the groundwork over the past four years in developing a membership structure that provides the space and resources to facilitate member led campaigning for change.

We have completed a governance review and implemented changes to our governance which strengthen the voice of our members within Dementia NI.

Dementia NI is in a strong financial position, with a robust and growing income base, and healthy reserves. Find out more at [charitycommissionni.org.uk](http://charitycommissionni.org.uk)

We have also created a 'Member Forum' which focuses on a strategic approach to member led campaigning and we involve our wider membership through campaign activities. The Member Forum will prioritise and decide the campaign issues for Dementia NI, and will be supported by our campaigns and policy team to design and lead campaigns to address those issues.

To reflect our commitment to our campaigns and policy work, we have created a new department in Dementia NI to focus on this area of work. This role will build on the work already done and develop the department to deliver in future.

# Key Responsibilities

## Leadership

Support the strategic growth and development of the department to ensure the delivery of Dementia NI strategy and operational plans.

Contribute to the senior management team and organisational development.

Ensure effective performance management, support and development to the campaigns and policy team.

Work in a collaborative, flexible and cross departmental way across Dementia NI at a senior level, acting as a role model and championing a collaborative culture.

Deputise for CEO where necessary and as requested.

## Strategic

Report directly to the CEO and contribute reports or submissions to Board of Director meetings as required.

Strategic responsibility for developing an effective strategy for resourcing and implementing a member led, rights-based approach to campaigning.

## Membership

Ensure that Member Forum are fully engaged in Dementia NI campaign for change and policy work, supported to prioritise their issues, and design and deliver campaigns for change.

Ensure that the wider membership is informed and provided with opportunities to support campaigns and policy work.

## Campaigns and Policy

Develop and pursue influencing strategies with key stakeholders and decision makers to create an environment conducive to change, ensuring Dementia NI members are directly involved.

Develop a policy function which produces timely internal and external policy positions to guide our work and communications.

Ensure relevant consultation responses and reports on key issues for people with dementia are produced with meaningful input from members.

Keep abreast of external trends and developments and changing circumstances.

## Internal and external communications and relationship building

Develop and maintain excellent relationships with decision makers and policy influencers and using these relationships to help our members achieve change on their priority issues

To be an ambassador, spokesperson and representative of Dementia NI as required at events and in the media, and ensuring members are directly involved in this

Work with communications team to ensure we have a strong external voice with clear external messaging for priority campaign for change issues

Ensure the department works closely and collaboratively with all teams to ensure that work is aligned, supporting other areas of work where policy or campaign for change input is needed.

# Criteria

## Financial and reporting

Develop, agree and manage operational plans and budgets aligned to the strategy and ensure their delivery.

Report on department budget and produce management reports for CEO.

Work with CEO to explore funding opportunities for campaign and policy activity.

Ensure Dementia NI's CRM system is used effectively and consistently to support accurate recording and reporting.

## Risk Management

Ensure adherence to safeguarding protocols to protect the interests of employees and members, as well as the reputation of the organisation.

Ensure adherence to Health and Safety policies and procedures to maintain a healthy and safe environment for staff, members and volunteers.

Ensure all information is managed, collated and recorded in line with GDPR.

## Other

Undertake any other duties that may from time to time be necessary and required by the organisation

This description is not definitive and may be altered or amended to meet the changing and developing needs of the charity.

## ESSENTIAL

- Proven ability to engage people with lived experience in the development and delivery of campaign and policy work, with clear understanding of opportunities and barriers and the processes required to deliver this meaningfully
- Experience of working at a senior level in a campaign or policy environment and working to influence change at a national or local level
- Knowledge and understanding of the health and social care and political environment in Northern Ireland, preferably as it relates to dementia
- Excellent all round communication skills, particularly the ability to communicate clearly and concisely to a range of audiences, including Dementia NI membership
- Experience of managing people and budgets and ability to build, develop and motivate a team
- Significant knowledge and understanding of the most appropriate campaigning and influencing methods for different target groups, including how to influence key government and other decision-making structures
- Skilled at building relationships internally and externally, and committed to working collaboratively to achieve the best possible outcomes for Dementia NI members
- Good decision making, problem solving and risk management skills and confident in making strategic and operational decisions

## DESIRABLE

- A knowledge and understanding of dementia and the dementia services landscape in Northern Ireland
- A knowledge and understanding of a rights based campaigning approach and how to integrate this approach into campaign for change work
- Experience of using a CRM system

# Benefits of working with Dementia NI



**At Dementia NI, we want you to have the tools you need to help empower and support people living with dementia.**

## Flexible working

We want everyone at Dementia NI to have the best work/life balance. Your line manager will work closely with you to make sure your schedule works for all. Depending on your role you may have the option to work partly from home and partly from the Dementia NI office, work part-time or modify your working hours. We have a great office space with access to outdoor space and free parking.

## Health Care Plan

Dementia NI has a policy with Health Shield which gives you benefits towards aspects of your health care such as dental, optical and physiotherapy appointments. You'll also have access to My Wellness services which include direct access to a GP, a 24-hour counselling helpline and discounts from great brands.

## Pension Scheme

Dementia NI provides a workplace pension scheme through People's Pension with a 5% employer contribution. Dementia NI also offers a salary exchange option for pension contributions to our employees.

## Health and wellbeing

Your wellbeing is important to us at Dementia NI. We aim to give you the environment you need to lead a healthy life.

*Our wellbeing offer includes:*

- We provide 25 days paid annual leave. After 24 months this increases each year to reach 30 days paid annual leave.
- Ten days of bank holidays per year, as well as an additional day on 13th July and at Christmas.
- We're a member of the Work Well, Live Well programme.
- We provide free annual health checks for staff and an annual staff team building and connection day.
- We are a member of Kith and Kin and offer a financial wellbeing plan including information talks and one to one financial advice sessions

## Training and development

We'll work with you to ensure you get the right training for your role. We know you're passionate about offering high quality support to people with dementia. Our resources will help you grow your skills and confidence.



## How to apply

Please forward a **CV, maximum three A4 sides**, together with a completed **Supplementary Questions form** available from [www.engageexec.co.uk](http://www.engageexec.co.uk), ensuring you have included a mobile number and email, and any dates when you will not be available or might have difficulty with from the recruitment timetable. You will also be asked to submit a separate **equality form** (see below).

The deadline is **Noon on Wednesday 24 June 2026**. Applications should be made by email to: [apply@engageexec.co.uk](mailto:apply@engageexec.co.uk) Contact Patrick Minne on 07792 509003 if you have any queries about the role or the application process.

## Equality Monitoring and Criminal Convictions Disclosure

Along with the CV and Form, you will be asked to complete and return the Equal Opportunities Monitoring and Criminal Convictions Disclosure Form in a separate document. Neither of these will be disclosed to anyone involved in shortlisting your application.

## Disability

In accordance with the Disability Discrimination Act a person is disabled if they have, or have had, “a physical or mental impairment which has, or has had, a substantial and long term adverse effect on your ability to carry out normal day to day activities”.

If you consider yourself to have a disability relevant to the position for which you are applying, please contact Patrick Minne so that we can process your application fairly, make any specific arrangements for your interview, and make any necessary reasonable adjustments or adaptations, or provide any aids to assist you in completing the duties of the post if appointed.

## Equal Opportunities

Dementia NI is an Equal Opportunities Employer and all applications for employment are considered strictly on the basis of merit.

By submitting an application for this position, you are consenting for your personal information to be processed and used for the duration of this recruitment campaign.

## Timeline

**Noon, Wednesday 24 June 2026** - CV, Supplementary Questions and Equality Monitoring and Criminal Convictions forms to be submitted

**Tuesday 30 June and/or Wednesday 1 July 2026** - First Interviews

**Wednesday 8 July 2026** - Second Interviews

**Tuesday 21 July 2026** - Final Interviews



**Dementia NI**

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