Dementia NI

Community Engagement & Fundraising Officer

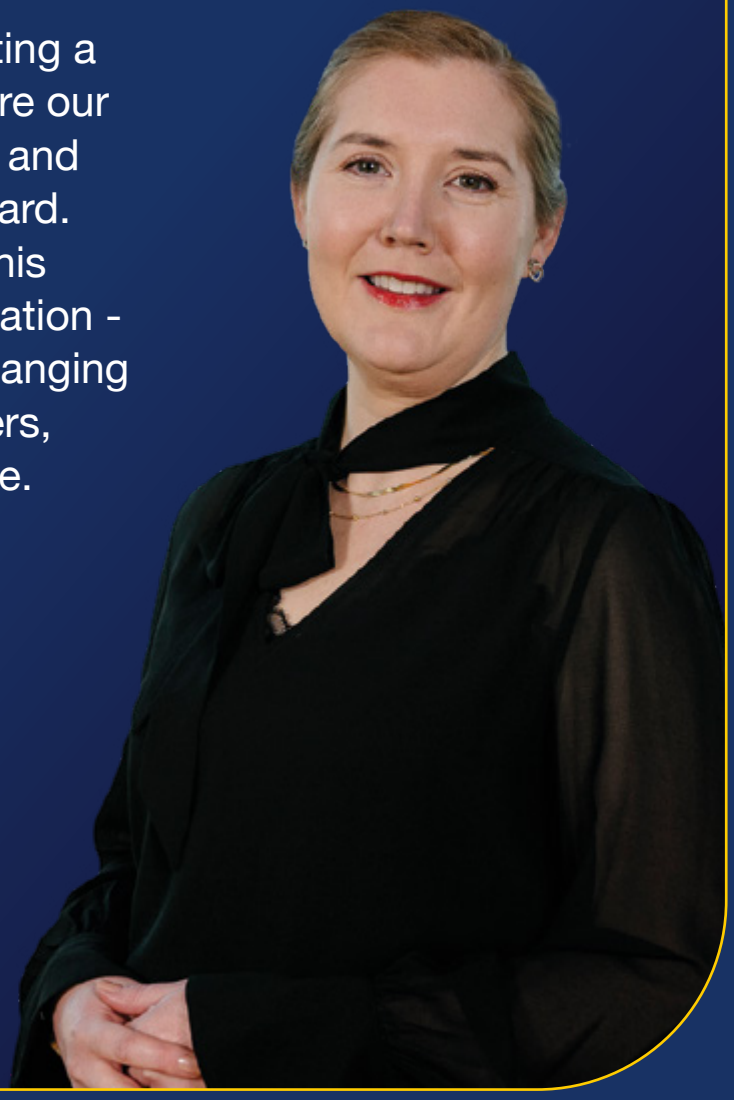
Careers Information Pack



dementiani.org

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 **140 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 one another.

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, Ballymoney

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

Community Engagement & Fundraising Officer





Our 5 year strategy

In 2025 Dementia NI 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.

Introduction to the role

Thank you for your interest in joining our dynamic and successful fundraising team. As our organisation goes from strength to strength, I am delighted to be recruiting two Community Engagement & Fundraising Officers to strengthen Dementia NI's presence across Northern Ireland.

These posts will play an important role in developing trusted local relationships, broadening support for our work, and securing vital income that delivers our life changing work across Northern Ireland.

You will engage with individuals, schools, community groups, and local businesses, including many people whose connection to dementia is personal and significant.

These roles extend far beyond the achievement of financial targets as you will play a key role in helping to ensure that every supporter is recognised, valued, and connected to the impact of their contribution.

You will also have the opportunity to contribute to our fundraising team and organisation, using your creativity, skills and knowledge to ensure we always strive to deliver the best outcomes for our members.

I hope this recruitment pack provides a clear understanding of the role and the contribution the successful candidates will make to Dementia NI.
If our values and ambitions align with your experience and drive to make positive change for people living with dementia, then we would love to hear from you.

Karen

Karen West
Head of Engagement

Role:

Community Engagement & Fundraising Officer

DEPARTMENT
Engagement

RESPONSIBLE FOR
- **Delivering community based income**
- **Building donor networks**

LOCATION
Northern Ireland North East & South West - one home-based post in each area

HOURS
FTE 37.5 hrs /week.

SALARY
£31,000 (point 1 on scale)

This is an exciting time to join Dementia NI.

Dementia NI is a unique member led organisation, driven by people living with dementia who shape our work, our voice, and our impact. We challenge stigma, influence policy, and support our members to live well with dementia. Our community fundraising and engagement work is central to this: it connects us with people across Northern Ireland who give, volunteer, and raise awareness, often motivated by deeply personal experiences.

We are now investing in two new Community Engagement and Fundraising Officer roles, working within their designated areas to build relationships, steward supporters, and grow sustainable income that protects and strengthens our member led model.

Job purpose

To develop, nurture, grow and deliver Dementia NI's community based income and supporter networks across Northern Ireland. This is a relationship driven fundraising role, focused on building trust, stewarding supporters with empathy and authenticity, and creating long term engagement opportunities that generate sustainable income.

The post holders will work independently and collaboratively to ensure supporters across Northern Ireland receive consistent, warm, values led engagement that reflects Dementia.

Key Responsibilities

Income Generation and Pipeline Development

To build and coordinate a regional portfolio of community supporters, schools, groups, individuals, and small businesses to meet agreed income targets.

Identify, cultivate and convert new fundraising opportunities to raise vital income, balancing short term opportunities with long term development.

With support from the Head of Engagement, develop and maintain an active pipeline of prospects, ensuring accurate forecasting and reporting.

Support individuals undertaking personal fundraising challenges (often in memory of loved ones).

Relationship Building and Stewardship

Deliver first class supporter care, focused on empathy, authenticity and respect for the personal stories shared with us.

Provide proactive stewardship – e.g. invest time with supporters, attend events, engage with local businesses, and develop meaningful human connections across your area.

Recognise and celebrate supporters' achievements and ensure they feel valued, seen and connected to Dementia NI's mission.

Work collaboratively with colleagues across the organisation to ensure opportunities are maximised.

Community Engagement and Regional Presence

Act as Dementia NI's representative across your region - building visibility, trust and connections with local networks.

Understand, adapt and respond to the unique cultures of rural and urban communities across Northern Ireland.

Coordinate, maximise and attend community events, cheque presentations, local activities etc, supported by and delegating to volunteers where appropriate.

Support the development of a volunteer network to extend reach and capacity.

Plant early stage seeds with local businesses and community groups, and passing scaled opportunities to colleagues where appropriate.

Planning, Reporting and Continuous Improvement

Contribute to annual operational plans and regional engagement strategies.

Maintain accurate records, data and supporter journeys using Dementia NI systems (e.g. Salesforce).

Produce clear, timely reports on activity against objectives, pipeline and outcomes to support relationship management.

Contribute to the development and improvement of our donor journeys, support materials, recognition and thanks to strengthen growth.

Collaboration & Culture

Work as a two person regional team, each within a defined geography, to achieve individual and team targets and to deliver the best outcomes for supporters and our organisation.

Uphold Dementia NI's ethos of living well with dementia, keeping members and their voice at the heart of your working practice, to bring joy, hope and humanity into all supporter interactions.

Build strong and effective working relationships with facilitators and members of local empowerment groups.

Contribute to wider organisational initiatives, campaigns and strategic priorities and culture.

Why This Role Matters

Community fundraising is a powerful expression of solidarity with people affected by and living with dementia.

Criteria

ESSENTIAL

- Experience in community engagement, sales, customer service, events, or fundraising - with strong transferable relationship building skills.
- Motivated to work to agreed fundraising targets.
- Ability to build rapport quickly, read situations sensitively, and connect authentically with people from all backgrounds.
- Strong organisational skills: able to manage multiple workstreams, travel across a region, and prioritise effectively.
- Ability to maintain accurate data, financial records and supporter information.
- Flexibility to work evenings/weekends when required (TOIL provided).
- Full driving licence and access to own vehicle

DESIRABLE

- Experience in a charity, sales or target driven environment
- Understanding of the work of Dementia NI
- Experience using CRM systems (e.g., Salesforce, Razors Edge)
- Knowledge of Northern Ireland's community landscape and local networks.

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.

Dementia NI

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