



Careers Information Pack

Donor Engagement Assistant

**Empowering
people with
dementia
to live well**

Hello

I'm Clare Watson,
the CEO of Dementia NI.
Thank you for your
interest in joining our
team and being part of our
life-changing charity.





Dementia NI is a unique and dynamic local organisation.

Working alongside people with dementia, our goal is to empower them to live well with dementia for as long as possible. Our members are all individuals living with a diagnosis and are at the heart of everything we do.

We were set up in 2015 by five people living with dementia, who felt the voices of people with dementia weren't being heard. Alongside our members, we have made considerable progress in those ten years. I'm proud of the achievements our members have made, in raising awareness of dementia, breaking down the stigma that still exists and driving change in dementia policy and services.

We're excited about the future and will continue our unique work with our members, helping them have a voice in decisions that affect their lives.

We're also looking forward to welcoming new members and supporting more people living with a diagnosis of dementia across Northern Ireland to live well with dementia.

We cannot do this work alone but together with our incredible members, volunteers and staff, we can make real and lasting change for more people with a diagnosis of dementia. Thank you for your interest in working for us and helping to support the fabulous work and achievements of our members.

Clare Watson

Clare Watson
CEO



Our Organisation

Dementia NI is a local member led charity driving positive change for people living with dementia. We promote the right for people with dementia to be involved in decisions that affect their everyday lives.

By raising awareness, our members challenge the stigma of a diagnosis and offer support to others who are in the same boat and living with the symptoms.

Our Vision

**Everyone
Living
well with
dementia**

Dementia NI was set up by five people with dementia to enable them to have their voices heard and improve services for themselves and others. They felt that too often the voice of the person with dementia was not being heard and due to that stigma people were sometimes even afraid to talk to them. The founding members also wanted to raise awareness about what dementia is and to challenge the stigma they have to face on a daily basis, even in simple ways like the phrases used – NOT ‘dementia sufferer’ and instead a ‘person living with dementia’.

People with dementia are, and always will be, at the heart of our organisation. We want to work together to ensure that people with dementia are empowered to make their own decisions, have their voices heard and have the opportunity to live well with the right support from the point of diagnosis throughout their dementia journey.

Our Mission

**People
with
dementia
driving
positive
change**

Our 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

Our Values

Dementia NI’s communication and structure is underpinned by the principles of our existing values:

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

Our Teams



Board of Trustees

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.



Development

Our Development department is made up of our Empowerment Team and our Campaigns and Membership Team.

Our Empowerment Team supports our members and facilitates our Empowerment Groups. Our 'In The Same Boat' service enables people to share experiences of what it is like living with dementia.

Our Campaigns and Membership Team supports member involvement in governance. The team also supports members to campaign for change, ensuring their experiences help drive positive change for people with dementia.

Operations

Our Operations Team provides administrative and practical support for the delivery of our organisation's objectives.

It provides vital support to our Fundraising Team and works collaboratively across the organisation - consulting, developing and implementing efficient systems which underpin our work and contribute to our ongoing success.

Fundraising

Our Fundraising Team is dynamic and innovative, committed to raising funds and awareness for Dementia NI. Whether it's community, corporate, individuals or In Memory, every donation counts and every donor matters.

Public donations are vital in delivering our life-changing work and our staff, members and volunteers all work together to help us achieve our goals. As your local dementia charity, we are proud that every pound raised, stays here and is spent here, empowering people across Northern Ireland to live well with dementia.

Communications

Our Communications Team promote our life changing work and services, amplifying the voices of our members & providing them with opportunities to challenge the stigma and change the conversation around dementia.

This team is responsible for engaging with our supporters and wider audiences to demonstrate our impact, share our key messaging and ensure our members voices are heard.

Member Story



Dementia NI Member Martin Murtagh, from Belfast, shares the journey he went on to accept his diagnosis and how the support he received from Dementia NI changed his life.

Realising something was wrong

I went to see my GP because I knew I was forgetting stuff and doing strange things like leaving the cooker on all night and leaving the taps on. My GP picked up on what was going on quickly. She sent me to the hospital to see a consultant who did tests to diagnose it. I was very truthful about what was happening. I didn't want to kid myself because I knew something wasn't right.

Eventually I had a brain scan done and my consultant sent for me very quickly after that. When she broke the news, I was in shock but I kept myself together.

Struggling to accept my diagnosis

I was diagnosed with Alzheimer's Disease. I was 63 at the time. At first, I was in denial and convinced that it must be a mistake. There was so much going on in my head. I was worried that life as I knew it was over.

After the diagnosis, I had begun going to a day centre for people with dementia but the people there were in a more advanced stage of the condition than I was. I stuck with it for a couple of months and went on outings and out for dinner with them. I appreciated the support but it wasn't the right place for me.

One day I came home from the day centre feeling a bit depressed. I told a lady from the charity Age NI, who would come in to take me out during the week, why the day centre wasn't working for me. She put me in touch with Dementia NI and I haven't looked back!

Finding Dementia NI

The day I went to my first Dementia NI peer support meeting, my life changed. I was hooked right away!

The Dementia NI Empowerment Groups are brilliant. I take great comfort in being able to talk to other people in the early to mid stages of dementia who know exactly what

it's like for me. Plus the craic is ninety. I've never seen anyone come along to one of those Groups and not come back!

If I hadn't been introduced to the Dementia NI Empowerment Groups, I might not be here. I'm convinced my dementia would've been more advanced. Those Groups are the best thing that could've happened to me.

I understand that some people might be reluctant to be diagnosed. But people need to know that it's important to diagnose dementia in the early stages. Okay, so you've still got dementia, but there's more medication available now than ever before so at least you can get some treatment.

And if you're diagnosed in the early to mid stages you can come along to the Dementia NI Empowerment Groups to meet others in the same boat and learn new things.

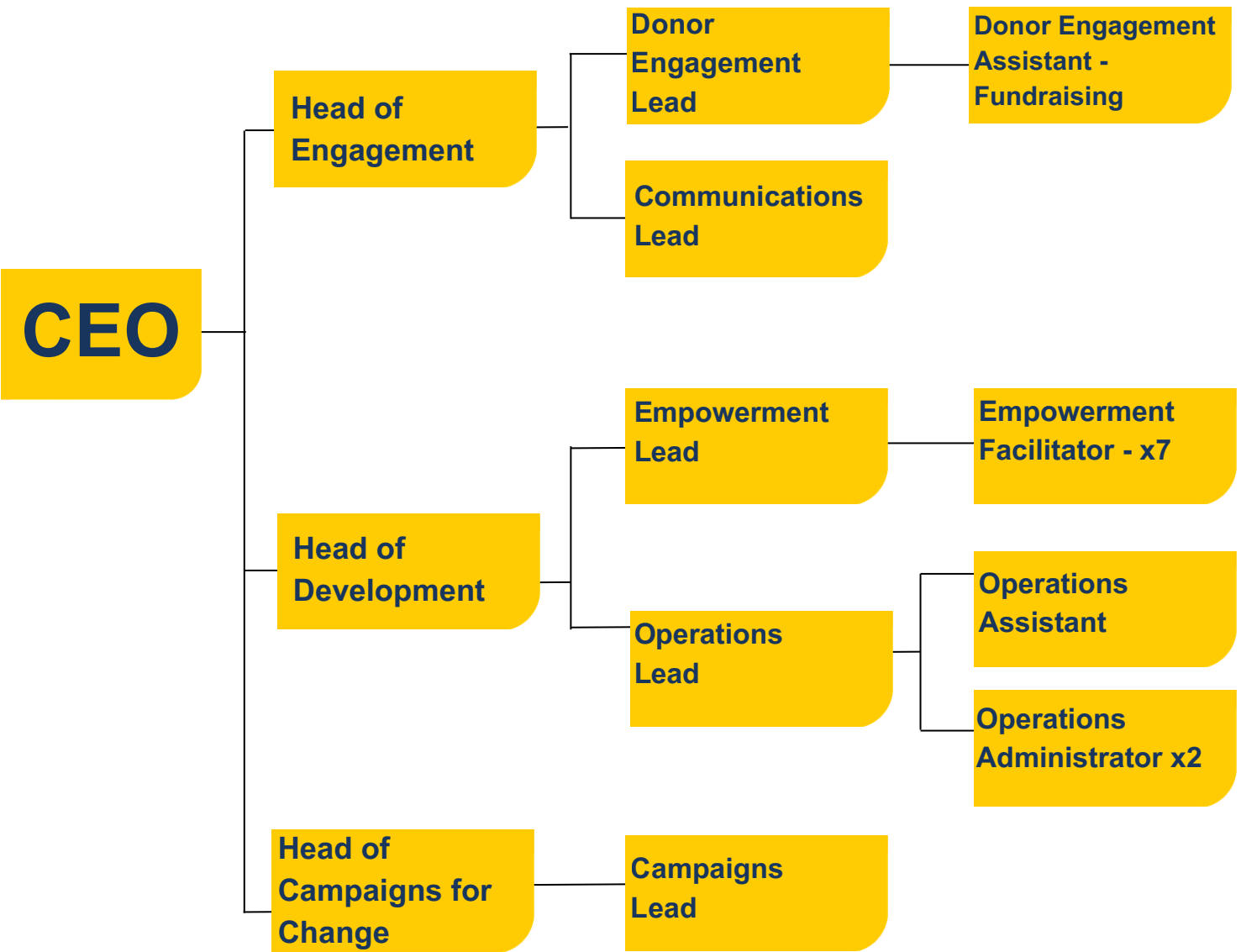
Working to challenge stigma

These days, I do a lot of work with Dementia NI to help people understand dementia better and reduce the stigma around it. Recently, I was pressing for Dementia NI members to be given ID cards. I knew the cards would help us to communicate our diagnosis when we're out and about and enable us to access support more easily.

Everyone in my district knows I have dementia. I don't hide it from anyone and I have never denied it. People are very accepting and have said to me, "Fair play to you Martin for getting on with things."

While the tablets may help, there is no magic cure for dementia and you need to help yourself and have a bit of willpower. Sometimes I have the urge to go into town on my own but I can't because I've gone missing on a few occasions in the past. But I'm about eight years on from my diagnosis now and I'm still enjoying life.

Our Structure



“My Induction into Dementia NI has been exceptional. The team have been so welcoming and supportive, and I have been given time to shadow others and get to know my job really well.

Excellent organisation to work with, very professional and they clearly value their staff.”

Diane Wilson, Empowerment Facilitator



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.



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.
- As well as the standard ten days of bank holidays per year, we offer an additional day on 13th July and an additional day at Christmas.
- We're a member of the Work Well, Live Well programme. You can get involved and help us develop our three year wellbeing action plan. This includes the appointment of a staff Health Champion and Mental Health First Aider.
- A 24-hour counselling and support helpline service is available through our health insurance scheme.
- We offer wellbeing breaks - 1:1 coffee breaks with other staff members.



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



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.

"I provide support to ensure the smooth running of the organisation. It's a diverse role with opportunities to collaborate with colleagues and teams across the organisation."

A highlight for me is being part of a supportive team who are genuinely passionate about our shared vision."

**Rebecca Crilly,
Operations Assistant**



Introduction to Role: Donor Engagement Assistant

Thank you for your interest in Dementia NI.

This is an exciting time to join us as we continue to experience significant growth and support from the public for our unique organisation.

We are looking to recruit a **Donor Engagement Assistant** within our successful and ambitious fundraising team.

In this role, you will be the first point of contact for donors, helping shape their experience and making sure every interaction feels personal, positive, and meaningful.

We are looking for someone who enjoys supporting donors, bringing warmth, confidence, and clarity to all communications. You will be committed to delivering high standards of donor care along with strong organisation skills, attention to detail and a can do attitude.

You will also be the main point of contact for our fundraising volunteers, ensuring they have opportunities to stay engaged and are supported and recognised for their valuable contribution.

Finally, you will join a unique organisation that aims to challenge the stigma of dementia and empower our members to campaign for the rights of people living with dementia across Northern Ireland.

If this is the role you have been looking for, then we would love to hear from you.

Karen Kerr

Karen Kerr
Head of Engagement

Job Description

Job title:	Donor Engagement Assistant - Fundraising
Grade and salary:	£27,770 FTE (point one on the scale)
Hours:	30 - 37.5 hours per week (to be agreed with successful candidate)
Responsible to:	Head of Engagement
Location:	Belfast office with the potential for some flexible working from home.
Contract:	Permanent

Context

This is an exciting time to join Dementia NI. As a local dynamic charity, our profile and impact continue to grow, attracting interest and securing support from a wide and diverse range of donors.

As Donor Engagement Assistant, you will build meaningful connections with supporters and create a welcoming experience from the very first interaction. You will guide donors throughout their fundraising journey, helping drive our success and help deliver our vision of everyone living well with dementia.

Job Purpose

Reporting to the Head of Engagement, the Donor Engagement Assistant will provide professional, friendly, and timely support to donors whilst ensuring high levels of donor care and engagement.

This role plays a key part in delivering excellence in supporter care which contributes to the delivery of our fundraising goals. As the first point of contact, you will ensure donors feel welcomed, valued, and supported, providing timely and appropriate support for their fundraising activities.

You will also be the main point of contact for our fundraising volunteers, ensuring they have opportunities to stay engaged and are supported and recognised for their valuable contribution.

This role requires you to have strong interpersonal and communication skills to support, inspire and motivate across all communication channels, including phone, email, written correspondence and in-person engagement.

Working in a thriving and fast-paced fundraising team, you will be detail-oriented and organised with the ability to multitask and manage competing priorities.

You will also be required to capture donor details on our system to ensure accurate reporting, recognition of their activities and compliance with organisational processes.

Key Responsibilities

Promotion of the Organisation:	Support activities by communicating the aims and objectives of Dementia NI and engage with donors to build brand awareness and understanding of our work
Operations:	- Support donors with a professional and personable attitude and deal with their requests effectively and efficiently - First point of contact for donors and fundraising queries through a variety of communication channels - Collate, prepare, and ensure delivery of supporter information packs and materials. - Support volunteering activity within fundraising department. - Always ensure compliance with GDPR - Accurately record donor information on our CRM database
Members:	- Work with our members in a professional and sensitive manner directing their requests to the correct department - Support members who are involved in fundraising activities
Personal Development:	- Maintain high professional standards within the fundraising environment - Continuously take ownership for your own personal and professional development - Ensure effective communication with others internally and externally - Work collaboratively as part of a team
Compliance & Quality Assurance:	- Maintain all internal and external service standards in relation to fundraising activities - Ensure adherence to safeguarding protocols to protect the interests of employees and members, as well as the reputation of the organisation - Ensure effective use, maintenance, and security of all physical and other resources within Dementia NI
Health and Safety:	- Maintain a healthy, safe, and productive work environment in line with Health & Safety policies, procedures, and practices. - Ensure you are fully aware of the health and safety policy and adhere to the same in relation to fundraising activities
Other:	- Undertake and assist on other ad hoc projects as and when required - Other duties as required by the organisation

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

Essential Criteria:

1. Experience of providing high levels of donor care or customer service in a fundraising, events, or customer services environment.
2. Excellent communication and people skills, with the ability to build rapport and relationships across a variety of audiences.
3. Strong organisational skills & the ability to prioritise workload.
4. Proficient in the use of the full Microsoft Office Suite.
5. Demonstrate a solutions focused approach with the ability to use your initiative.
6. Full UK driving license and access to a vehicle.

Desirable Criteria:

1. Experience of working with a database or CRM.
2. Experience working in the Northern Ireland voluntary sector.
3. An understanding of the work of Dementia NI.

NOTE – This post is subject to a basic Access NI check.

Required Competencies

The successful candidate should demonstrate competence in some or all of the following which will be tested through the selection process:

1. **Relationship Building & Team Working:** Ability to build strong relationships and work collaboratively to support fundraising goals.
2. **Technical & Professional Knowledge:** Practical experience and understanding of fundraising support/customer care or similar, and administration skills.
3. **Communication & Engagement:** Ability to communicate clearly and confidently, both verbally and in writing, to engage donors in a way that promotes the impact of Dementia NI's work, while establishing and nurturing supporter relationships.
4. **Accuracy & Attention to Detail:** Strong attention to detail when recording data, handling financial information and maintaining supporter records, ensuring accuracy and compliance.
5. **Planning & Time Management:** Ability to plan and organise your work to meet competing deadlines, and work on own initiative and deliver results in line with agreed objectives.
6. **Results Focus & Accountability:** Ability to multitask and manage you own time effectively.

Please note the above competencies will be explored as part of the selection process.

Our Values



Member led



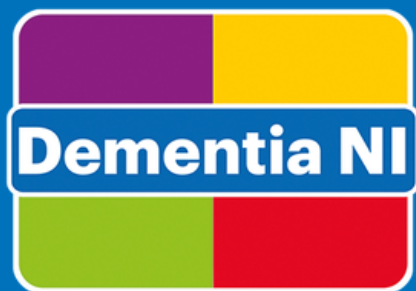
True to our purpose



**Being
heard,
understood
and
respected**



**Inclusive
and
accessible**





Dementia NI

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