



Careers Information Pack Donor Engagement Lead

**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're a young organisation, celebrating our 10th birthday this year. 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 by raising awareness about dementia.

Promote the right for people living with dementia to be involved in decisions that affect their lives.

Provide training, education and awareness to organisations and the public on how best to support people living with dementia.

Support people living with dementia to raise awareness of dementia in their own right.

Our Values

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

- **Led by people with dementia**
- **Inclusive and accessible**
- **Striving for positive change**
- **Being heard and understood**

Our Teams

Board of Trustees



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

A middle-aged man with short brown hair and glasses is standing on a hill, looking towards the camera. He is wearing a brown leather jacket over a dark sweater and a light blue collared shirt. The background shows a cityscape with industrial buildings and cranes in the distance, and trees with autumn foliage in the foreground. The sky is overcast.

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.

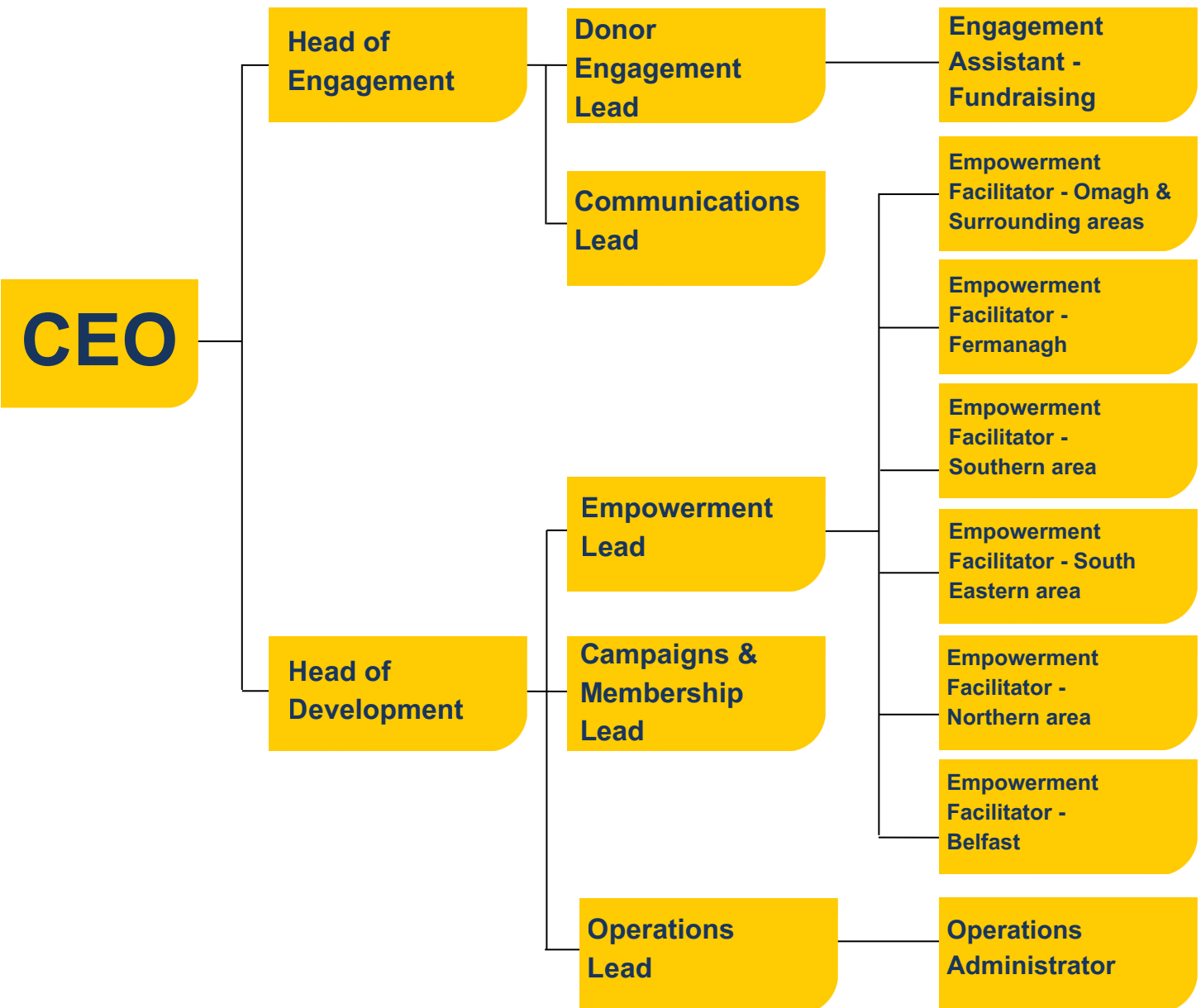
Working to challenge stigma

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 Administrator**



Introduction to Role: Donor Engagement Lead

This is an exciting opportunity to join a dynamic, and ambitious organisation with a strong track record and big plans for the future.

With a clear strategy in place, we intend to build on our achievements to date and work hard to broaden our reach and increase our impact as a unique, local, member-led dementia charity.

As our donor base continues to grow, we are looking for a talented individual who will play a key role in the next stage of our development.

With a sharp focus on building meaningful relationships and delivering exceptional donor stewardship, you'll also oversee the delivery of our income and manage the day-to-day operations of the fundraising department

If you are an experienced manager, or ready to take the next step in your career development, this this could be the role for you!

If you value collaboration and the opportunity to bring your own unique style and ideas to the table, then we'd love to hear from you.

I look forward to reviewing your application and gaining a deeper understanding of your background and interest in our organisation.

Karen Kerr

Karen Kerr
Head of Engagement

Job Description

Job title:	Donor Engagement Lead
Grade and salary:	£33,375 FTE (point 1 scale)
Hours:	30 - 37.5 hours per week
Responsible to:	Head of Engagement
Location:	Flexible across Northern Ireland. Home/office working, travel across NI will be required
Contract:	Permanent

Context

This is an exciting time to join Dementia NI, taking a lead role in our successful fundraising team. We are a local, dynamic charity whose profile and impact are growing, attracting, and securing interest from corporates and donors of all kinds.

The role of Donor Engagement Lead is a new one, created to meet the growing interest and support for Dementia NI's goals. This role will make a genuine difference to the lives of local people living with dementia, delivering income to support our work.

Job Purpose

Reporting to the Head of Engagement, the Donor Engagement Lead will manage and inspire the fundraising team to deliver our ambitious plans.

You will oversee our income streams and use your talent for first class donor stewardship to develop successful long-term relationships.

You will manage the team to deliver our fundraising goals, supporting our enthusiastic and rapidly growing base of supporters and donors.

Key Responsibilities

Management:	<ul style="list-style-type: none"> • Develop an operational plan that delivers agreed outcomes and aligns with the overall fundraising strategy of Dementia NI • Support, manage and inspire your team to achieve their individual objectives that align with the fundraising departmental goals and income targets • Manage the income and expenditure budgets to ensure the effective use of time and resources • Manage the day-to-day operations of the fundraising department and its staff • Manage and oversee income streams • Oversee our donor stewardship, ensuring it is timely, impactful and appropriate • Oversee our CRM system for fundraising to ensure donors details and activities are recorded in line with requirements for accurate reporting and planning
Risk Management:	<ul style="list-style-type: none"> • To follow necessary risk management requirements • Ensure compliance with relevant laws and regulations, including GDPR, Health and Safety & Safeguarding procedures and external standards
Recording:	<ul style="list-style-type: none"> • To ensure compliance with necessary recording requirements and responsibility for accurate and timely completion e.g. reporting to Head of Fundraising and funders • To ensure all information is collated, recorded, and maintained in line with Data protection requirements and that CRM is used to maximum potential
Supervision:	<ul style="list-style-type: none"> • To fully engage in regular 1-1s with the Head of Engagement
Training:	<ul style="list-style-type: none"> • To be responsible for keeping abreast of current legislation and Dementia NI policies and procedures • To actively maintain own continuous development plan
Health and Safety:	<ul style="list-style-type: none"> • To Implement and adhere to our Health& Safety Policies and Procedures
Other:	<ul style="list-style-type: none"> • On occasions to undertake other tasks as requested by management and which are in line with level of responsibility

Note: this job description is not definitive and may be altered to meet the developing needs of the project and charity.

Essential Criteria:

1. Demonstrated success in working to financial targets.
2. Management experience within a dynamic, fast-paced environment.
3. Proven ability to manage competing priorities and use time effectively to achieve results.
4. Ability to work independently, contribute as a key member of the fundraising team, and collaborate effectively with internal and external partners.
5. Innovative thinker with excellent motivational, influencing, and relationship-building skills.
6. Strong IT proficiency, including Microsoft Office (Word, Excel, PowerPoint)
7. Driving license and access to a car to enable travel throughout Northern Ireland.
8. Ability and willingness to work occasional evenings and weekends.

Desirable Criteria:

1. Demonstrated knowledge and experience in corporate and/or community fundraising.
2. Experience using social media platforms to drive engagement, promotion, and fundraising activities.
3. Experience of using a CRM system

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. **Technical and professional expertise:** a strong breadth and depth of experience delivering financial targets and key priorities across the scale and scope of the role
2. **Strong written and oral communication skills:** effectively communicate both verbally and in writing including the ability to write reports. The ability to adapt your communication style to meet the needs of a wide range of key stakeholders. Ability to promote the work and secure support of Dementia NI.
3. **Accuracy and attention to detail:** strong accuracy and attention to detail in relation to recording data and finances.
4. **Relationship building and collaborative working:** strong interpersonal skills and with the ability to build rapport, relationships, and work collaboratively both internally and externally. Ability to build sustainable and successful relationships with key contacts and donors to support our organisation goals.
5. **Organisational and project management skills:** ability to plan and organise your own workload and priorities, along with efficient time management skill sand the ability to use your initiatives to deliver results in line with agreed objects.

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

Our Values



**Inclusive
and
accessible.**



**Being heard
and
understood.**



**Led by
people
with
dementia.**



**Striving for
meaningful
change.**

**Driving
positive
change.**





Dementia NI

NIVCA Building
61 Duncairn Gardens
Belfast BT15 2GB

T: 02896 931 555

E: Info@dementiani.org

www.dementiani.org



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