



Careers Information Pack Communications 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



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.

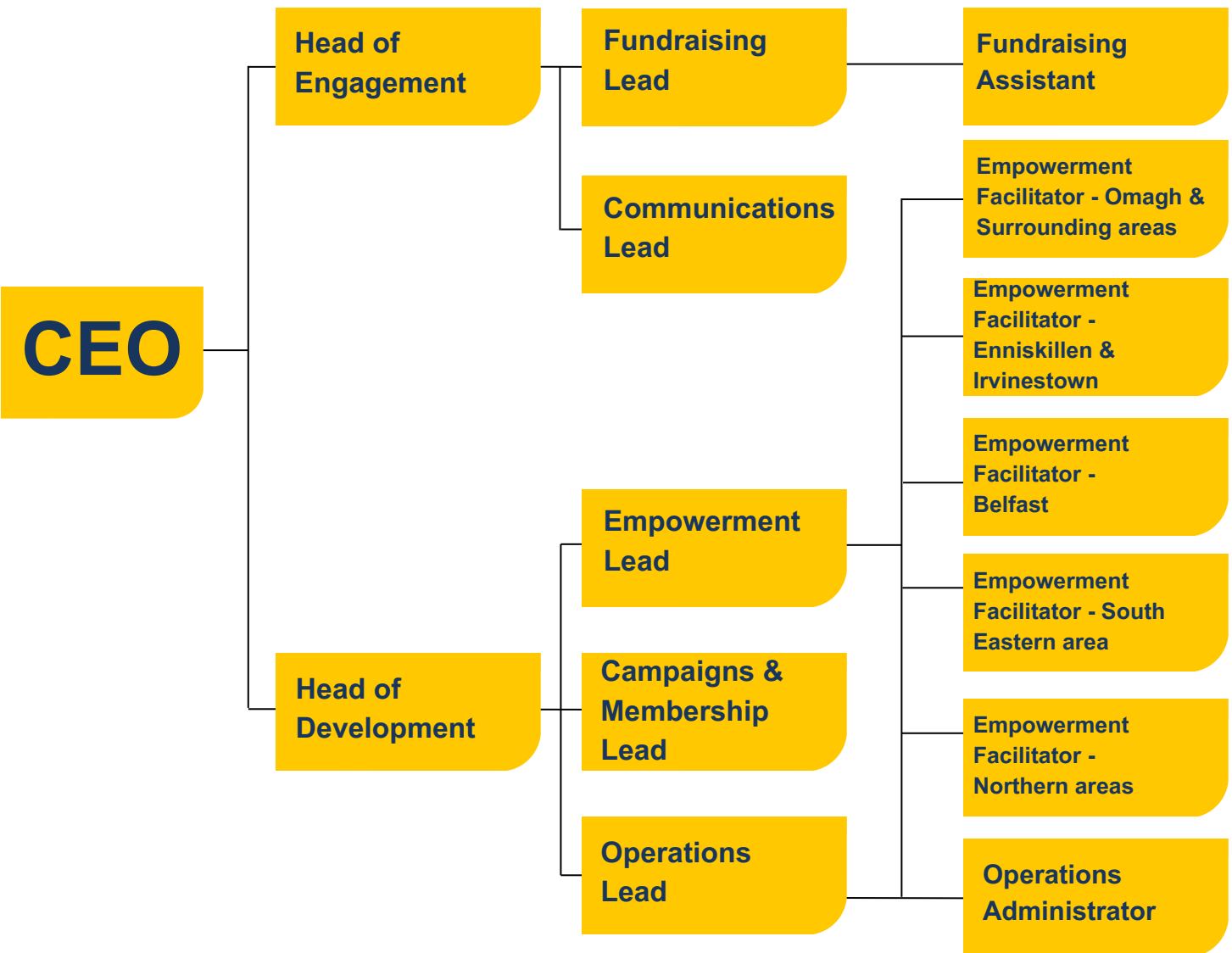
Working to challenge stigma

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



“I really enjoy being part of a people focused organisation that has our members at the heart of everything we do.

“It is a privilege to work with our members and I am fully supported to identify and develop services and projects that deliver positive outcomes for them.”

Andrea Selby, Head of Development



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: Communications Lead

Thank you for your interest in the role of Communications Lead with Dementia NI.

We are seeking an experienced and passionate candidate to lead on all aspects of our internal and external communications.

This exciting role will amplify our message as we strive to shape public understanding and influence change.

As Communications Lead, you will help increase our visibility, ensuring our work and impact reach a wide and varied range of audiences and supporters.

Your creativity and communication skills will help drive our vision of a more inclusive, dementia-friendly society.

If you feel you have the right experience and attitude to join our committed and passionate team then we would love to hear from you.

I look forward to reading your application.

A handwritten signature in a cursive script, reading "Karen".

Karen Kerr

Head of Engagement

Job Description

Job title:	Communications Lead
Grade and salary:	£33,375 FTE
Hours	28 - 37.5 (open to discussion)
Responsible to:	Head of Engagement
Location:	Belfast office, flexibility to work from home 1-2 days per week.
Contract:	One year maternity cover

Context

This is an exciting time to join Dementia NI. You will be part of a professional and positive team, working to support people with dementia to take action. You will work alongside the Head of Engagement to lead the delivery of our communication goals.

Job Purpose

The post holder will be responsible for supporting all of Dementia NI's internal and external communication needs including promotion of Dementia NI's brand and raising public awareness of our work. You will lead on engaging our audiences with creative storytelling through video, copy and social media and will manage and develop our website and social media platforms.

Key Responsibilities

Strategic:	<ul style="list-style-type: none"> • Contribute to the development of our communications plan to maximise engagement and deliver on agreed targets.
Promotion of the organisation:	<ul style="list-style-type: none"> • Act as an external champion to promote Dementia NI's work and impact by building and maintaining key relationships and networks at a local and national level. • Represent the organisation at relevant network events & forums. • Develop a proactive marketing and social media strategy to ensure empowerment, campaigning and fundraising activities are communicated widely in the press, media and across our digital platforms in order to maximise support. • Seek out opportunities to promote the organisation and expand our reach.
Operations:	<ul style="list-style-type: none"> • Responsible for all communications and marketing development and delivery. • Ownership of digital and print materials. • Manage media queries and development of press releases. • Responsible for social media activity across platforms. • Review and develop Dementia NI brand and content. • Support and lead where appropriate on awareness raising activities and campaigns. • Support lobbying and campaigning efforts with communication resources.
Members:	<ul style="list-style-type: none"> • Work with members to develop stories and information that engages and informs a wide range of audiences. • Work with members to engage in communication activities.
Personal Development:	<ul style="list-style-type: none"> • Maintain high professional standards and keep abreast of relevant issues. • 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:	<ul style="list-style-type: none"> • Maintain all internal and external service standards in relation to communication activities. • Input ideas to make continuous improvements in all areas of work. • Ensure adherence to safeguarding protocols at all times to protect the interests of employees and members, as well as the reputation of the organisation. • Ensure your effective use, maintenance and security of all physical and other resources within Dementia NI • Ensure adherence to GDPR at all times. • Ensure all information is recorded accurately and is up to date at all times on appropriate databases.
Health and Safety:	<ul style="list-style-type: none"> • Maintain a healthy, safe and productive work environment in line with Health & Safety policies, procedures and practices. • Ensure legal requirements for health and safety are implemented and adhered to. • Ensure all communication activities are risk assessed and recorded and support employees and/or volunteers with implementing any necessary risk management requirements. • Ensure all employees, volunteers and members are fully aware of the health and safety policy and adhere to the same in relation to communication activities.
Other:	<ul style="list-style-type: none"> • 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 project and charity.

Essential Criteria:

1. A third level qualification or relevant experience.
2. Experience and clear evidence of achievements in professional communication activities in:
 - a) Planning, promoting and delivering communication campaigns, events and projects to promote the brand.
 - b) Experience of managing website and social media platforms autonomously
 - c) Experience of managing media contacts and creating engaging and effective media content including press releases
 - d) Experience of using editing tools to create content.
 - e) Experience of supporting internal communication and engaging colleagues across the organisation
3. A sound working knowledge of Microsoft Office packages, including databases for record keeping and monitoring
4. Knowledge of legal requirements linked to GDPR and data protection legislation.
5. Willingness to travel across Northern Ireland and work flexibly including evenings and weekends as required for the role

Desirable Criteria:

1. Experience of using a CRM database for communication activities
2. Experience of involving volunteers in awareness raising activities / campaigns
3. Valid Driving License and access to own transport

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:** Breadth and depth of communication experience across the scale and scope of the role.
2. **Strong written and oral communication skills:** Ability to write compelling copy and strong presentation skills with the ability to effectively communicate and adapt style to meet the needs of a wide range of key stakeholders.
3. **Accuracy and Attention to detail:** Strong accuracy and attention to detail in relation to accurate content and recording data.
4. **Relationship Building and collaborative working:** Strong interpersonal skills and ability to build relationships and work collaboratively internally and externally including with other voluntary, community, statutory and private sector organisations. Ability to lead and motivate key contacts to support communications activity.
5. **Project Management:** Ability to plan and organise work of self and others, along with effective and proven project management skills and work on own initiative and delivering results in line with agreed objectives.
6. **Financial Acumen:** Ability to manage budgets within the resources and priorities and ensure value for money across contracts and suppliers.

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

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