



Careers Information Pack

Engagement Assistant - Fundraising

**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 clear and blue.

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.

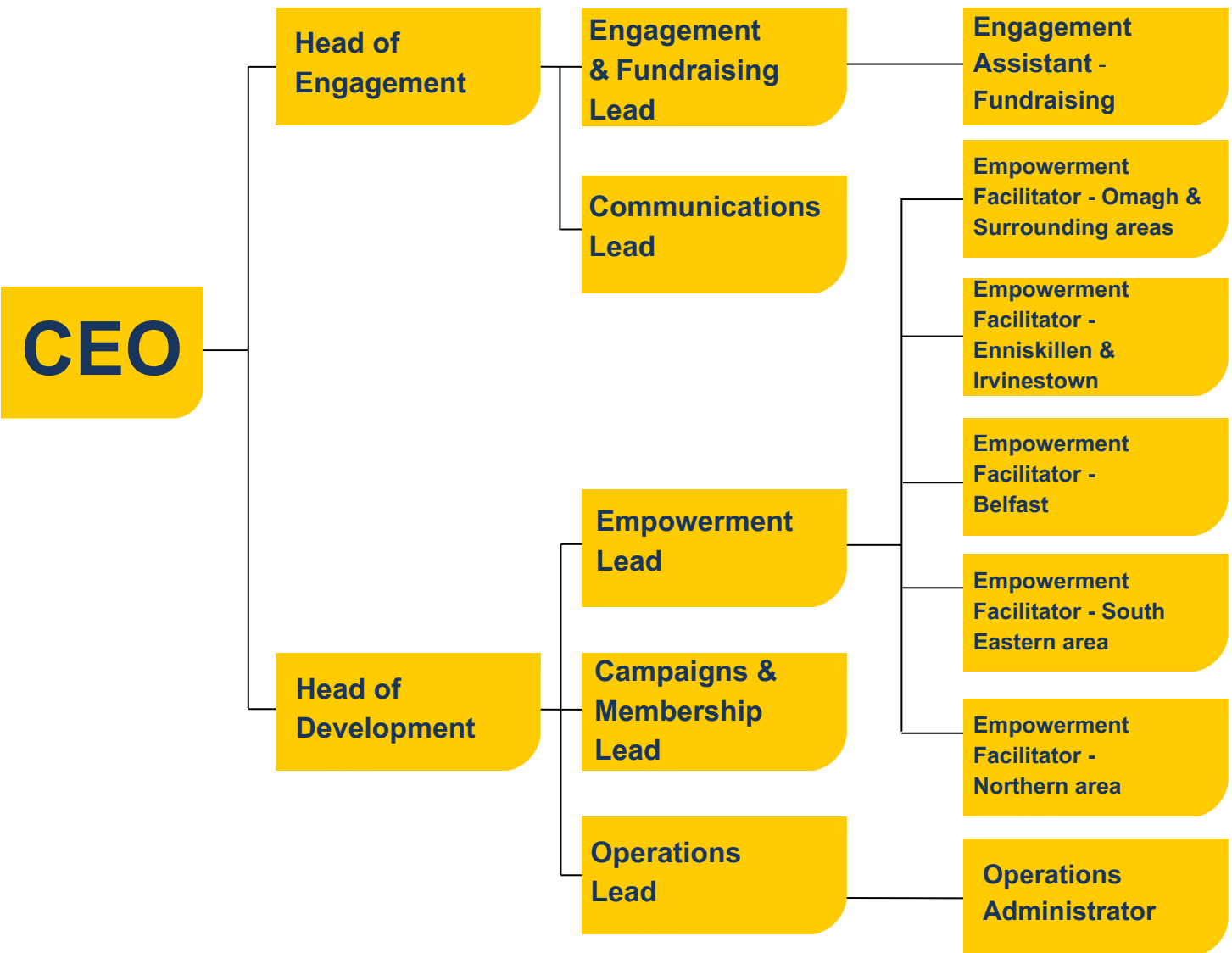
Working to challenge stigma

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: Engagement Assistant - Fundraising

Thank you for your interest in the work of Dementia NI.

We are excited to invite applications for the role of Engagement Assistant (Fundraising), a key position within our thriving fundraising team.

As the Engagement Assistant, you will play a key role in our team by helping to build and maintain meaningful relationships with supporters through a warm, responsive, and professional approach.

You will be responsible for delivering high standards of donor care and ensuring donors feel welcomed, valued, and appreciated for their valued support.

Skilled at developing rapport and trust, both over the phone and in writing, you will need to be organised, proactive, and able to manage multiple tasks while maintaining attention to detail.

This role would suit someone who is an effective communicator with a genuine interest in connecting with people.

If you have the skills, experience and a can-do attitude and want to be part of our dynamic and growing organisation, then we would love to hear from you.

I look forward to reading your application and learning more about you and your interest in the role.

A handwritten signature in white ink that reads "Karen".

Karen Kerr
Head of Engagement

Job Description

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|--------------------------|---|
| Job title: | Engagement Assistant - Fundraising |
| Grade and salary: | £26,285 (Point one on the scale) |
| Hours | 37.5 hours per week |
| Responsible to: | Engagement & Fundraising Lead |
| Location: | Belfast office; with the potential for 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.

The Engagement Assistant plays a vital role in ensuring donors are valued and provided with timely and appropriate support for their fundraising efforts. This position contributes to our fundraising goals, enabling us to provide our life-changing services for people living with dementia across Northern Ireland.

Job Purpose

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

As the first point of contact, both via phone and email, you will have strong interpersonal and communication skills to ensure donors feel welcomed, valued and supported.

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

You will need to capture donor details on our system to ensure accurate reporting and recognition of their activities.

Key Responsibilities

| | |
|---------------------------------|--|
| Promotion of the organisation: | <ul style="list-style-type: none"> • Assist in activities communicating the aims and objectives of Dementia NI, and engage with donors to build brand awareness and understanding of our work • Present the organisation in an appropriate and professional manner to donors and the wider public |
| Operations: | <ul style="list-style-type: none"> • Support donors with a professional and personable attitude and deal with their requests effectively and efficiently • First point of contact for email and telephone fundraising queries • Collate, prepare, and deliver supporter information packs • Support volunteering activity within fundraising department • Always ensure compliance with GDPR • Follow Gift Aid processes and promote Gift Aid with donors • Accurately record donor information on our CRM database • Liaise with the Operations Administrator to effectively communicate stock requirements to deliver fundraising activities |
| Members: | <ul style="list-style-type: none"> • 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: | <ul style="list-style-type: none"> • 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: | <ul style="list-style-type: none"> • 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: | <ul style="list-style-type: none"> • 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: | <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 |

Essential Criteria:

1. Experience of providing high levels of donor care or customer service in a time bound environment.
2. Previous experience of working in a fundraising or customer services role.
3. Excellent communication and interpersonal skills, with the ability to build rapport and relationships with our supporters.
4. Exceptional organisational skills with the ability to prioritise a varied workload.
5. Experience of Word, Excel, & PowerPoint.
6. Self-motivated, solutions focused with the ability to use your initiative.

Desirable Criteria:

1. Experience of working with database or CRM.
2. An understanding of dementia and our approach to working with people with dementia.

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 fundraising / customer care and administration experience across the scale and scope of the role.
2. **Strong written and oral communication skills:** The ability to effectively communicate and engage with donors to maximise support for Dementia NI with the ability to promote the benefits of our work.
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 ability to build relationships and work collaboratively internally and externally. Ability to build sustainable relationships with key contacts and donors to our support fundraising aims.
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:** plan and manage your own workload and balance a range of tasks/projects with competing deadlines. Consistently providing excellent support to donors that supports the delivery own/team results in line with objectives.

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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