



Job Specification

Position: Head of Policy and Campaigns

Reporting to: Director of Communications and Marketing

Direct Reports: None at present

Location: Flexible

Salary: c £45,000-£50,000 pro rata

Hours of work: 4 days per week. Dementia Carers Count is a flexible employer and will consider flexible working patterns around agreed core hours.

Benefits: 25 days holidays incl. Bank Holidays (Pro rata), Workplace company Pension and Group Life Assurance, Flexible working

About Dementia Carers Count:

Dementia Carers Count (DCC) is a national charity dedicated to the 700,000 family members and friends in the UK who are caring for someone with dementia. We deliver free services, both face-to-face and online, that give family carers the opportunity to learn about dementia, to connect with others and to find ways to improve and maintain their own wellbeing while navigating the highs and lows of caring for someone with dementia. All our services are developed in close collaboration with family carers, enabling us to concentrate on their needs, and are delivered by experts.

Person Specification

The Head of Policy and Campaigns is a new, senior role at Dementia Carers Count. It represents a vital opportunity to drive forward DCC's position as an expert in the field of family dementia care. We are seeking an experienced and ambitious individual, who is looking for a new challenge and the opportunity to build and grow an exciting part of the organisation.

DCC's vision is to nurture a generation of family dementia carers to feel confident, supported and heard. This includes campaigning to increase awareness about the challenges that family carers face; with government, the general public and the third sector.

The Head of Policy and Campaigns will lead on DCC's overall organisational positioning within the sector, influencing, and campaigning themes for DCC as part of the organisation's strategy.

The Head of Policy and Campaigns will play a central part in building and maintaining DCC's reputation for excellence and expertise. The role will report to the Director of Communications and Marketing, as well as sitting alongside DCC's Service Delivery team.

Job description

- Developing policy and positioning for DCC on appropriate themes and related to government policy, public attitudes, and profile within the third sector
- Setting the direction for proactive campaigns for DCC, developing these into marketing campaigns where relevant, together with the communications and marketing team
- Enabling the organisation to respond reactively to public policy announcements and the news agenda
- Seeking opportunities to give DCC a platform for engagement and influence, to increase DCC'S reach and impact
- Working with other organisations - effective influencing through external collaborations and partnerships
- Working closely with the Service Delivery and Income Generation teams to provide a holistic view and pull together all elements of external engagement
- Engagement with DCC's Carers Advisory Panel, to ensure that the carer's perspective is included in all our work

About you

We are looking for an experienced policy and campaigns professional, able to push the boundaries through innovative campaigning that 'gets onto the agenda'. We are a small charity with big ambitions, and we'd like yours to match. You will feel an affinity with the 700,000 families in the UK who are living with dementia and have a passion for their cause. You will have deep understanding of the political landscape, with knowledge and experience of campaigning and influencing at all levels, to drive real change. You will be adept at working with senior stakeholders and partner organisations and understanding how their priorities align with DCC's.

Ideally you will have some knowledge or experience of dementia and/or the healthcare landscape, though this is not essential.