

ROLE DESCRIPTION

Post: Head of Programmes & Support Services

Remuneration: £47,700 p.a. (Pro-rata 0.8 FTE actual £38,160 p.a)

Contract: Permanent, subject to funding (6 months interim will be considered)

Hours: 30 hours per week. Flexible days/hours, hybrid office/home working

Head Office: Dementia Adventure, Old Park Farm, Ford End, Essex, CM3 1LN

Responsible to: Chief Executive Officer

[Dementia Adventure](#) is an evidence-led, multi-award national charity helping people living with dementia and their carers to enjoy the outdoors, connect with nature, and retain a sense of adventure. We look at what people can do, not what they can't. Through supported holidays, learning, and tailored support, we promote well-being, inclusion, and resilience through fostering meaningful connections and renewed possibilities.

Vision: A society in which people with dementia are fully included in society, enjoying meaningful, dementia-inclusive experiences that are supported and not limited by their condition.

Mission: To make adventure accessible to everyone living with or impacted by dementia, enabling them to connect with nature, themselves, and their communities through experiences that foster joy, confidence, and a sense of possibility.

Values: Positivity, Care, Connection, Empowerment, Inclusivity.

Purpose of the role: To inspire and drive effective new business development, programmes and research that will translate into evidence-led, sustainable dementia support services and partnerships of significant value and benefit, reaching new audiences regionally and nationally.

Leading a small team, you will be someone who has strong dementia knowledge, is well connected with service providers, charities, and other players in this field, has drive and ambition, and can work at pace, engage, and communicate well. You will also be able to create or recognise winning ideas and turn them into significant, scaleable, and fundable programmes that will enable many people living with dementia to benefit from more outdoor activity and contact with nature to improve their well-being.

Primary Duties and Responsibilities:

Development of new programmes, services and partnerships

- Contribute to driving and developing the charity's Strategic Framework and delivery plans for the future growth and sustainability of Dementia Adventure, including a brand new programme already successfully piloted in 2024
- Identify and drive the development of innovative new and fundable services to meet the needs of people living with dementia, which can be co-designed and delivered as national or scaleable schemes
- Help identify funders and partners for the above-mentioned new programme and other services, working closely with the Income & Engagement team to secure the funds required

- Actively seek prospective new partner organisations and be a positive advocate for Dementia Adventure's existing and new services, communicating with a range of stakeholders on an ongoing basis
- Conduct needs assessments and propose, design and cost up tailored training plans, support services and research-based projects to meet the objectives of partner organisations, align with Dementia Adventure's goals and deliver cost-effectively
- Support research opportunities in line with Dementia Adventure's mission, contributing to funded evidence-based programmes and publications that raise the charity's profile and strengthen the charity's case for support for funding and delivery
- Evaluate the long-term dementia ecosystem to inform the charity and its partners through academic research, market/product innovation, and develop partnerships and programmes to achieve its strategic objectives.

Stakeholder engagement and communication

- Cultivate and manage strong, excellent working relationships with partner organisations and other key stakeholders
- Develop research, innovation, consultancy, and training programmes by leading, motivating, and collaborating with academics, consultants, and other external stakeholders.
- Represent Dementia Adventure at relevant conferences, presenting the charity's research, evaluation and impact, raising awareness and seeking new business development and funding opportunities
- Inspire, communicate, and grow in-house knowledge and talent to secure new partnerships and services.

Budget and funding management

- Ensure effective, robust and sustainable growth and impact in line with the charity's strategic goals
- Be responsible and accountable for creating projects that meet an ambitious funding requirement as part of an annual income budget through grants and commissions.
- Working with colleagues across the organisation, create compelling, creative, cost-effective bids and pitches to secure new funds.

Process and procedure management

- Update the Client Relationship Management (CRM) with contacts, information and impact figures that relate to planned and delivered work
- Develop practices and procedures in the department that enable efficient and effective external delivery and helpful internal collaboration across the organisation.

Team leadership and management

- Be an inspiring, visible, supportive, inclusive leader and team player. Working across functional boundaries to foster the DA culture to enable the staff to thrive and develop into high-performing teams

- As a member of the Senior Leadership Team reporting directly to the CEO, work closely and in cooperation with colleagues across all teams towards the charity's strategic goals and mission
- Support your team to build fundable knowledge-transfer partnerships and skill-sharing opportunities that will enable Dementia Adventure's mission to be further recognised and realised nationally
- Line-manage, develop and motivate the delivery team members who report directly to this role.

Overall

- Carry out the above and any other duties commensurate with the post, agreed with the CEO and Board of Trustees, in a manner which actively supports and promotes organisational aims and policies
- Work to the best of your ability and act in the best interest of Dementia Adventure at all times.

PERSON SPECIFICATION

The post holder should be able to demonstrate that they have **experiences** and **skills** in each of the following areas:

Experience

- A superb, experienced and inclusive senior leader with the ability to inspire, motivate and support multi-disciplinary staff teams and external partners
- Excellent understanding of dementia and experience working in this field across a variety of sectors
- Extensive experience in identifying and analysing opportunities to co-design and deliver new services
- A successful track record of business and partnership development, meeting financial and KPI targets
- Well-versed and comfortable with writing bids and proposals
- Health and social care sector experience, helpful but not essential

Skills

- A visionary and motivational leader with excellent communication skills
- A skilled business developer with a demonstrable track record
- Ability to lead and motivate innovation and development that translates into sustainable service delivery
- Ability to forge and sustain strong, positive and productive partnerships with commissioners, partner organisations, funders and other key stakeholders
- Excellent oral and written communication skills, with the ability to create presentations to a high standard
- Financially astute with strong budget management and project costing skills
- Proven programme management skills, organisational and time management skills to lead and coordinate multiple projects and strands of work simultaneously to deliver on time, quality and budget
- Excellent team player with superb team management skills
- High IT competency and literacy standards, including good experience and understanding of CRM systems, Google and Microsoft.

Personal Attributes

- Passion and commitment to the aims and ethos of Dementia Adventure
- Awareness of and sensitivity to the needs and issues faced by people living with dementia and their carers, with the ability to advocate for their needs
- Enthusiastic about the well-being benefits of outdoor nature-based activities

Other

- A reliable car and a clean (or near-clean) driving licence are essential
- Demonstrable commitment to the ethos of equality, diversity and inclusion.

Equality, Diversity, and Inclusion: Dementia Adventure is committed to equality, diversity, and inclusion and is keen to ensure that our team reflects the diversity of the UK. We are an equal opportunities employer and encourage applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation, or age.

Benefits Package: Statutory annual leave entitlement (25 days plus 8 bank holidays FTE pro rata), rising by one extra day per 12 months of employment up to a maximum of 30 days, pro rata. Flexible working arrangements, contributory work-based pension scheme. We also offer a wider range of other staff-related benefits.