



Senior Behaviour Change Programme Officer (Maternity cover)

November 2025

About alcohol harm and Alcohol Change UK

Alcohol harm is widespread, serious - and completely avoidable.

Too many of us can fall into the trap of believing that alcohol harm is something limited to a small proportion of so-called 'alcoholics'. While there are, indeed, hundreds of thousands of people with a severe alcohol dependency who matter greatly, alcohol harm also affects many millions of people: whether through a diagnosis of cancer, an early death from liver disease, a deepening of mental health problems, a childhood scarred by a parent's drinking, or the street violence or domestic violence that can cause permanent injury and ongoing trauma.

In fact, over 10 million people are drinking at levels that are risking their health or affecting others. Alcohol harm costs our NHS at least £3.5bn and our police, courts and prisons at least another £4bn. All of us are currently affected by alcohol harm.

But alcohol harm is entirely avoidable.

Alcohol Change UK exists to eliminate the harm from alcohol and to help people across the UK to develop a positive relationship with alcohol. We:

- Campaign for better policies and regulation
- Work to create healthier drinking cultures
- Deliver cutting-edge behaviour change programmes to help people take control of their drinking before they require specialist treatment
- Collaborate with our friends across the diversity of specialist alcohol treatment to drive up access and impact
- Develop new knowledge to ensure that our work and the work of everyone who seeks to reduce alcohol harm is based on the best available evidence.

Our vision and mission

Our vision: A world free from alcohol harm.

Our mission: To significantly reduce serious alcohol harm in the UK.

Our values

Truthful: We seek and tell the truth.

Compassionate: We care deeply about everyone seriously harmed by alcohol, whoever they are.

Ambitious for change: We are optimistic and determined.

Marketing and Communications at Alcohol Change UK

This is an incredibly exciting time to be joining Alcohol Change UK. We are in a period of significant growth as part of our ambitious five-year strategy which builds on existing success to deliver ambitious targets across our campaigns and strengthen our brand and voice. We have an established and talented Communications and Marketing staff team to help deliver our vision.

Marketing and Communications

While we all work as 'one team' at the charity, in this role you will be part of our brilliant Marketing and Communications team. At Alcohol Change UK, our Marketing and Communications team explicitly drives impact. By that we mean that the team uses communications to actively reduce alcohol harm, not just to communicate the charity's work. Through our case study stories, website, award-winning blog, dynamic social media, and our work with radio, TV and newspapers we reach millions of people a year, helping us all to think differently about the role of alcohol in our lives. Our behaviour change programme offers an extra level of support to people who may be struggling to change their drinking, through our Try Dry® app and other support year-round.

Behaviour Change at Alcohol Change UK

By 'behaviour change' we mean the process through which individual drinkers take control of their drinking. Our focus is heavier drinkers, especially those who've tried to cut down but found it hard to do so. At the heart of our behaviour change programme is the Try Dry® programme which includes campaigns such as Dry January® and Sober Spring, our Try Dry® Anytime email journeys like 31 Days and Cut Back Challenge, our online peer support groups and our popular Try Dry® app. The Behaviour Change team manages the development of our Try Dry® app alongside other digital products to support behaviour change year-round. This role will support the Senior Digital Programme Manager (Behaviour Change) to create effective, impactful journeys for our participants, creating content, copy writing and delivering outreach campaigns for the programme.

This role

As Senior Behaviour Change Programme Officer, you'll be a vital part of our Communications team, working with colleagues to shape powerful, consistent messages that are clear and well-framed.

Reporting to the Senior Digital Programme Manager and as a key member of the team, you'll have opportunities to get involved in and learn skills across the full marketing and communications mix.

We're looking for a candidate who brings a mix of knowledge and skills across some or all of the following areas:

- Developing persuasive, supportive **behaviour change content** that enables people to make changes in their lives and to their health and wellbeing
- **Communications skills** - the ability to craft clear, adaptable written messaging and content across a mix of channels
- Using **digital platforms and tools** to engage individuals with behaviour change/programmes, including websites, apps, community groups and social media platforms
- **Community stewardship and customer service** - supporting individuals and groups with responses to queries

Who we're looking for

You will be passionate about using compelling communications to reach the right people and to make change happen. You'll be excited to work with the Try Dry® programme and our other digital interventions. You'll be laser-focused on the needs and preferences of our participants, and will combine a digital savvy outlook with an ability to manage multiple projects at once. You'll enjoy working in a fast-paced environment and won't be shy about bringing your creativity to the table. You will have some experience of working within a Communications team (or similar). You'll be compassionate and empathetic and able to work quickly and responsively across multiple tasks and projects. You'll be a confident writer and communicator, who can engage audiences through powerful stories and informative content. You'll also love team working.

Finally, you'll look at the list of requirements below and, if you haven't got all of this, you'll apply anyway; because you're excited about the role and you know you can learn any elements that you've not done before. We'll support you all the way. We encourage applications from people who meet most but not all of our essential criteria. We strongly encourage applications from people who are

disabled, from minoritised groups, who have personal experience of alcohol harm or who have experienced any other form of societal discrimination that may have previously held you back. At Alcohol Change UK we know that to be truly compassionate and ambitious for change, we need the most diverse perspectives.

To support you in all aspects of the work set out above, you will have some fantastic assets at your disposal:

- an Executive team and board that is committed to strengthening our campaigns, communications and brand
- a strong and ambitious strategy
- an inspiring brand
- the Dry January® challenge, which already brings huge numbers of people to the charity each year and huge media profile
- a great team culture and a dynamic and positive working environment
- a sector-leading website with the potential to reach millions of people

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Role description, November 2025

Reports to: Senior Digital Programme Manager (Behaviour Change)

Direct reports: None

Location: Our well-equipped office is in Clerkenwell, London, EC1R 0NE. Staff are currently working in hybrid locations with a general requirement to meet colleagues once a week in the office and to attend a monthly all-staff meeting in London, although we will always take into account personal circumstances.

Status: Maternity cover (initially for 10 months)

Hours: Full-time

Salary: **Grade C: £40,982 - £44,753** (depending on skills, knowledge and experience), plus benefits. Includes 11% London Weighting which is based on one day a week in the office.

Role Summary

This position supports our Senior Digital Programme Manager (Behaviour Change) to deliver our Behaviour Change Programme which reaches hundreds of thousands of people every year. Working with colleagues across the organisation, you lead on the development of content and communications for impactful digital behaviour change journeys across our multiple products and tools, including but not exclusively the Dry January® challenge, the Try Dry® app, Try Dry® Anytime year-round email programmes and our website. You play a key role in identifying opportunities for future strategic development of our programmes, ensuring target audiences in our organisational strategy are supported with excellent pathways to transform their relationship with alcohol.

Key Tasks and Responsibilities

Programme strategy, design and planning

1. Support the Senior Digital Programme Manager (Behaviour Change) to deliver our behaviour change programme and strategy.
2. Play a significant role in the development of annual plans for the behaviour change programme and the projects within it.
3. Identify opportunities for future strategic development of our programmes, ensuring we reach our target audiences with excellent tools and communications.
4. Maintain internal planning documents and tools ensuring they are up to date and remain useful.

Digital programme management and delivery

5. Work with the Senior Digital Programme Manager (Behaviour Change) to create effective user journeys for our participants, especially by creating impactful content for multiple channels.
6. Lead on the development of new, year-round Behaviour Change initiatives that enable different audience groups to change their relationship with alcohol, in particular by moderating and reducing how much alcohol they drink.
7. Embed a data first approach into our programme development using insights, user feedback and research to inform next steps.
8. Lead on the development and management of the content for our behaviour change digital support package including email, blogs and Try Dry®.
9. Support the Senior Digital Programme Manager (Behaviour Change) with the development and maintenance of the Try Dry® app, working with our app development agency and server host to ensure its smooth operation and continuous improvement.
10. Manage our year-round online communities, which are currently delivered through Facebook groups, and implement plans to maintain high levels of engagement.
11. Develop our Dry January® participant support package ensuring great customer service and clear progression opportunities as part of our Behaviour Change Programme.
12. Produce timely, high-quality reports on progress, outputs and impact; including analyses of our Try Dry data, customer feedback surveys, social media, website analytics, and more.

Communications and relationships

13. Develop engaging content for the Behaviour Change Programme and our products.
14. Develop sales packs for existing and emerging behaviour change programmes and products including Dry January® and Try Dry® to share with internal and external audiences.
15. Inspire and influence colleagues from across the organisation to support our programme work, sharing opportunities for cross-department promotion through campaigns, communications and events.
16. Work collaboratively with the Business Development Manager to support outreach and marketing opportunities to Local Authorities and other partners.
17. Work with the Digital Marketing Manager to increase levels of engagement with our behaviour change programme, reaching as many people as possible, and including people of all types and from all communities, through effective marketing, advertising, outreach and partnership working.
18. Work with the Director of Income Generation and Engagement and other team members to ensure that opportunities for driving income and deeper engagement are embedded throughout our behaviour change programme.
19. Work with our Fundraising & Engagement Team to develop content and communications to maximise our corporate partnerships.

Other duties

20. Support the wider work of the Marketing and Communications team as necessary.
21. Undertake other work as requested by your line manager or the CEO.
22. Continually develop your knowledge and skills.
23. Know, embrace and actively uphold the values of Alcohol Change UK at all times.
24. Act as a positive ambassador for Alcohol Change UK at all times.

Support through campaign periods

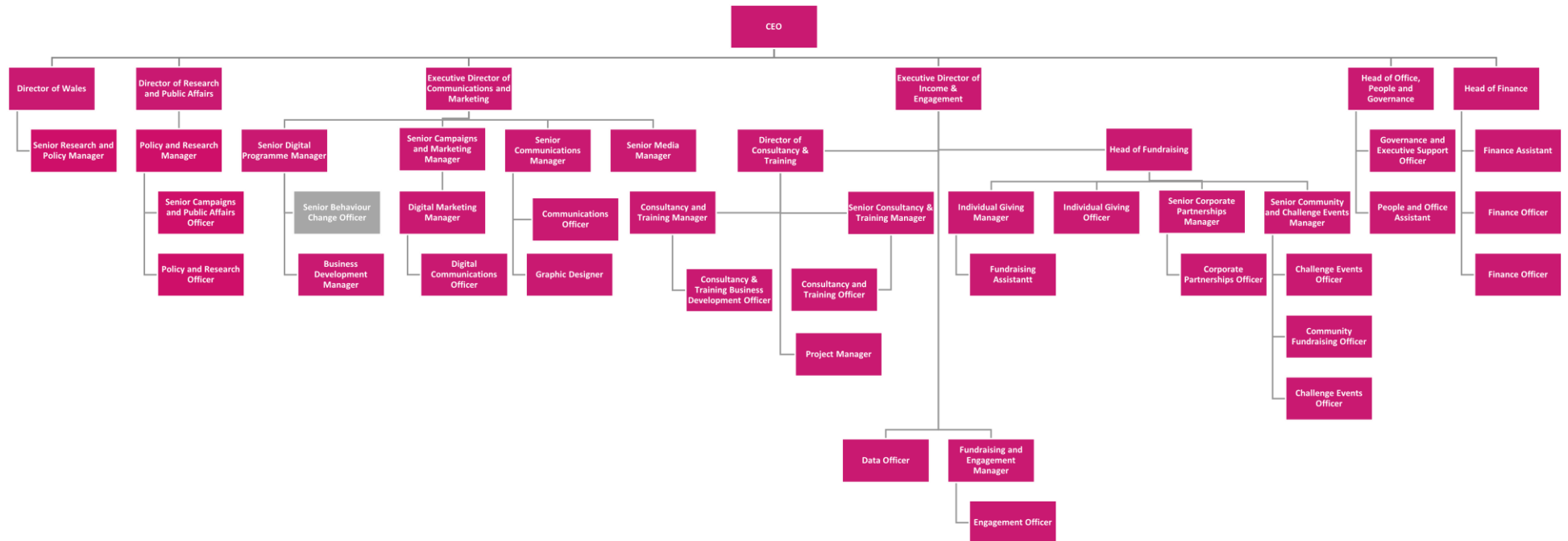
The post holder will be expected to support the team with additional tasks through our busiest period from November-January. All members of the communications team are expected to work at times during the Christmas and New Year period, including bank holidays. A rota system is in place and Time of in Lieu is provided for additional hours worked.

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Person Specification, November 2025

Category	Essential	Desirable
Knowledge, Qualifications	- Knowledge of creating engaging, persuasive behaviour change journeys for diverse target audiences. - Knowledge of creating communications for change either in the charity or health sector.	- Knowledge of agile project management - Knowledge of behaviour change theory and practice - Knowledge of alcohol harm and the challenges faced by heavier drinkers
Demonstrable experience of	- Creating and delivering impactful communications and content that create change or shift public opinion - Organising a complex and diverse workload - Managing relationships with multiple, varied stakeholders - Producing engaging communications and engagement strategies for public audiences in either the charity or health sector	- Brand management - Working with senior stakeholders
Skills and abilities	- Excellent copy writer - Outstanding organisational, planning and time management skills - Project management and strategic planning skills - Ability to influence and motivate colleagues, external stakeholders and partners - Ability to produce monitoring reports and analyse data - Strong creative thinking - Strong interpersonal skills, including excellent listening and influencing skills - Ability to work under pressure and deal with fluctuating workloads - Advanced MS Office, especially MS Excel skills	- Ability to use Mailchimp or similar - Website/CMS management - High levels of numeracy
Personal attributes and values	- Self-motivated, proactive and willing to take the initiative - Resilient with a positive, 'can do' outlook - High level of professionalism, hardworking, and willing to develop personally and professionally - Excellent attention to detail - High level of integrity - Excellent aptitude for team-working - Interest in the mission of Alcohol Change UK	

Where you'll fit in



Working at Alcohol Change UK

Hours of work	35 hours per week.
Flexibility	There are no fixed start and end times to the day. All staff can open/close the office. Flexibility. We love flexibility. We currently offer flexible start and end times each day, around core hours of 10.00am to 3.00pm, with extra flexibility possible by arrangement, for example for childcare arrangements. Time off in lieu is provided where staff work significant extra hours or weekends. All staff can be required to work additional hours over Christmas and New Year to manage the Dry January® challenge and this post will have particularly heavy requirements over the period early November to mid-February.
Place of work	Our office is located at Unit 7, Finsbury Business Centre Clerkenwell, 40 Bowling Green Lane, London EC1R 0NE. We encourage staff to work where they wish, at home or in the office, within the limits of the role and taking into account their personal circumstances. This role is expected to attend the office once a week. All staff who work at least one day a week in the office are entitled to receive the London Weighting. We encourage team members to meet face-to-face with colleagues at least once a week to ensure good team relationships and we require attendance at all staff away days (currently five times a year).
Working culture	We are a small, friendly team but we think big: we're highly professional and we're ambitious to reduce alcohol harm for as many people as possible, as rapidly as we can. We work together, as one team, and are supportive of each other. We encourage a culture of 'experiment, fail, learn, and experiment again' and actively encourage team members to speak out if they see something that can be changed or improved. We have frequent team meetings, away days and informal socials. We are an anti-racist organisation and welcome applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other form of societal discrimination.
Development	There is a healthy budget for training and development and staff are strongly encouraged to make use of opportunities to stay at the cutting edge of their field, to learn new skills and knowledge, and to gain new experiences.
Holiday	33 days holiday inclusive of 8 bank holidays, rising to 36 days after 3 years' service and 38 days after 5 years' service. We also offer the ability to buy or sell annual leave and offer a personalised approach to bank holiday dates to reflect different faiths or other personal preferences.
Pension	Employers' contribution of 6% towards your pension scheme, with a salary sacrifice scheme option. Staff must contribute at least 2% to their pension (subject to statutory pensions rules) to receive the employers' contribution, or may choose to opt out.
Life Assurance	We offer Group Life Assurance equivalent to the value of three times gross annual salary.
Employee Assistance Programme	We offer confidential support 24 hours a day, 7 day a week for employees covering a huge range of areas, including legal support, relationships advice, health and wellbeing, etc.
IT	Our IT is up-to-date. Remote working is well-supported on work-provided devices

Probation and notice

Most posts have a six-month probationary period, during which the notice period is one week. Probationary periods may be extended if necessary. After successful completion of the probationary period, the notice period rises to one, three or six months, depending on the seniority of the role. This role will have a four-week notice period

How to apply

We encourage applications from people who meet most but not all of our essential criteria. And we encourage applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other forms of societal discrimination.

Any questions?

If you have any questions about the role or would like an informal discussion about the role, you are welcome to email Angela Calcan, Senior Digital Programme Manager: Angela.Calcan@alcoholchange.org.uk.

How to apply

- Use our online form here: [Senior Behaviour Change Officer \(maternity cover\) - Alcohol Change UK - Applied](#)
- Upload your CV (max 3 pages, listing two referees) to this online form in MS Word, Google doc, or Adobe .pdf format (no image files please).

We only accept applications on our own application form and will not accept applications in any other way. For example, cover letters emailed to us will be discarded. If your access requirements mean that you are unable to use the online version of the application form, please contact us on jobs@alcoholchange.org.uk and we will supply the form in another format.

Deadline for us to receive your application: *Strictly 9am, Monday 1 December 2025*. The online application form gives a date and time stamp to all applications.

We will aim to get back to you by: Thursday 4 December 2025. All applicants will receive a response.

Interviews: Monday 8 and Tuesday 9 December 2025 (please save the dates!)

Important note: We monitor for use of AI in responses and will reject applications containing fully AI generated answers.