

Role title	Dementia Advisor
Responsible to	National Support Service Manager
Location	Dementia Advisor Service

About Alzheimer Scotland

Alzheimer Scotland is Scotland's national dementia charity. Our aim is to make sure nobody faces dementia alone. We provide support and information to people with dementia, their carers and families, we campaign for the rights of people with dementia, support vital dementia research and promote positive brain health.

Alzheimer Scotland is committed to fair work and to enabling an environment of trust, integrity and respect, for which everyone in the organisation has a responsibility. We encourage creativity and innovation as we strive to continually improve the ways we support people with dementia, their families, and carers. Our employees and volunteers work collaboratively to provide the best outcomes for those who rely on our services, so that together we can deliver on the charity's vision to make sure no one faces dementia alone.

All Alzheimer Scotland employees and volunteers are encouraged to fully engage in activity within the organisation, and we actively promote effective voice so that the views of those who work with us are sought out, listened to, and can make a difference. We advocate continuous development across all our teams, providing opportunities to learn in an environment that is safe and supportive.

About the role

This Dementia Advisor role sits within the Dementia Advisor Service as part of the National Support Services. This includes four core national service areas:

- Dementia Advisor Service
- Counselling Service
- 24-Hour Dementia Helpline
- Carer Education Team.

These services ensure that people living with dementia, their families and carers can access high-quality information, advice, emotional support and education, regardless of where they live in Scotland. The National Support Services will sit as part of the wider Policy and Research team.

The Dementia Advisor service is a dedicated national central team of Dementia Advisors. The team ensure a prompt response to enquiries for information, support and advice via telephone, email and bookable Microsoft Teams or Zoom calls.

The Dementia Advisor role is to provide a prompt response and an initial point of support. You will draw on our local services, community activities, and carer education programmes for appropriate follow-up, offering proactive assistance without creating long-term caseloads. A key part of the role is to empower people to advocate for themselves through the provision of high-quality information and advice, ensuring when needed that they have access to organisations which offer specialist advice or advocacy support. There will be occasions where case work is necessary, but it is not expected that Dementia Advisors will routinely carry caseloads. The role will contribute to highlighting potential campaign issues to be picked up by the policy team and supporting the capacity of the 24 Dementia Helpline during working hours when required.

The broad aim of the role is to enable people who are living with dementia and carers to access information, advice, practical support, activities, and resources that allow them to live well. You will be a skilled practitioner who will respond to people contacting the Dementia Advisor Service, to understand what the key issues are and help empower them to work towards a solution that supports the best possible outcomes.

A key function of this role is to support the ongoing development of the Dementia Advisor Service to ensure the delivery of responsive, high-quality information and advice relating to all aspects of brain health and dementia. Your approach should support the requirement to be flexible and responsive.

Dementia Advisor - Key responsibilities

Role specific responsibilities

- Respond promptly to enquiries coming via the Dementia Advisor Service and when required the Dementia Helpline.
- Provide information, advice to people living with dementia and their families and carers aimed at promoting independence, empowerment, physical and emotional wellbeing, choice and control.
- Support people to access specialist advice and advocacy services when required, such legal advice, benefits advice, and independent advocacy services.
- Identify complex enquiries that require immediate or further follow-up.
- Manage and prioritise any case work allocated by the National Support Services manager.
- Be a point of contact for people living with dementia, their carers and families including support to navigate the system of health and social care and access to services and support.
- Maintain accurate record keeping supporting effective reporting and demonstrate meeting our quality assurance guarantee.
- Contribute to shared learning within the team and wider organisation.
- Prioritise and attend team meetings when required.
- Contribute to the compilation of service reports within agreed time scales.
- Contribute to reviewing, revising and creating content for our information provision in collaboration with the Communications and Campaigns team.
- Contribute to the development and delivery of Alzheimer Scotland's awareness and fundraising campaigns. To collaborate with our Communications and Campaigns, and Stakeholder Engagement teams.
- Facilitate the active voice of people living with dementia and their carers to ensure this informs all we do.
- To work flexibly with colleagues to ensure the service is able to respond to the demand within the hours of operation.

Other responsibilities

- Ensure Health and Safety is actively monitored and implemented and identify and manage risk in line with Alzheimer Scotland's operational guidance.
- Use IT systems appropriate to the role, including Microsoft Office suite, ALIS (intranet), and iTrent (HR and People system) and ensure all required measures relating to the safe and secure use of sensitive and personal data are adhered to at all times.
- Actively collaborate with peers and colleagues both internally and external to the Charity, as appropriate to the role, in developing positive working relationships and collaborative, flexible approaches.
- Operate within the context of all Alzheimer Scotland policies and procedures.
- Participate fully in team meetings, learning and development opportunities and CPD/ CPL activities, and personal review and appraisal meetings.
- Adopt and maintain a positive approach in supporting, contributing to, and enabling effective employee voice.
- At all times adopt a positive approach to Alzheimer Scotland's commitment to building a diverse, inclusive and representative Charity in all aspects of our work and seek to remove any barriers, wherever possible, to enable and encourage diverse and inclusive practice and participation.
- Actively support and promote the integration of volunteer activity and effective volunteer voice.
- Work flexibly and undertake any other appropriate duties commensurate with the general remit of the role, as required.

General

This job description remains subject to review by the Charity at any time and does not form part of the postholder's contract of employment unless explicitly stated.

Reviewed: February 2026

Person Specification National Dementia Advisor

This person specification should be read with the job description for the post of Dementia Advisor. Please note that these competencies are not ranked in order of priority.

The following criteria will be used in selecting a candidate:

	Essential	Desirable
Skills and Abilities		
Excellent interpersonal and communication skills, including the ability to listen actively, respond empathetically, and explain complex information clearly.	✓	
Confident in supporting people to navigate health and social care systems and in promoting self-advocacy.	✓	
Ability to assess needs, identify risks, and determine appropriate next steps, including recognising complex or urgent enquiries.	✓	
Excellent communication skills both verbal and written.	✓	
Ability to work collaboratively with colleagues internally and externally to achieve high-quality outcomes.	✓	
Ability and commitment to working flexibly to meet service demand	✓	
Competent in the use of Microsoft Outlook and using internal digital systems.	✓	
Strong organisational skills: ability to prioritise, manage time, and maintain accurate records to required standards.	✓	
Ability to develop partnerships with other key services which offer specialist advice or advocacy to ensure an effective and supportive referral process when required	✓	
Skilled in researching and sourcing accurate information to respond to enquiries	✓	
Qualifications		
Recognised professional qualification in health, social care, social work, or related field.	✓	
Experience and Knowledge		
Experience providing information, advice, or emotional support in a health, social care, voluntary sector, or community-based environment.	✓	

Strong understanding of dementia, its impact, and the needs of people living with dementia, their carers, and families.	✓	
Experience working with vulnerable people or those with long-term health conditions.	✓	
Experience developing or contributing to written information or content for public use.		✓
Experience contributing to service development or continuous improvement.		✓
Awareness of relevant legislation, support structures, and specialist advice services, including benefits, legal advice, and independent advocacy.	✓	
Knowledge of confidentiality, data protection, and safeguarding in line with Alzheimer Scotland policy.	✓	
An understanding of the role of volunteering within a charitable organisation.		✓
Understanding and/or experience of working with or supporting people living with dementia and their families.	✓	
Experience of delivering presentations and undertaking responsibility for learning and development within a team.		✓
Understanding and experience of the importance of fundraised income within a charitable organisation.		✓
Other		
Full and valid driving licence and access to a vehicle during working time.		✓