

## EVERYTHING YOU NEED TO KNOW ABOUT BEING OUR CREATIVE LEAD

As the charity's most senior creative, you'll be a hands-on leader, bringing our visual content to life through design, audio and video. You'll lead a creative team to push boundaries and develop high-impact cross-channel content, based on audience insight and fresh creative ideas. You'll make sure all our design and AV work brings our brand to life and reveals the reality of living with Parkinson's.

### WHAT YOU'LL DO

- Provide confident creative direction and strategy across our visual identity, visual storytelling and campaign treatments.
- Lead on ensuring a strong visual identity (design, video, photography), which considers the needs of people with Parkinson's and brings our brand to life.
- Lead and inspire our creative team, partner agencies and freelancers to produce and deliver highly-effective, targeted cross-channel content (with oversight for design, audio and video).
- Push forward the creative development and expression of the brand identity through leading the creative function, agencies and management of identity guidelines.
- Develop our AV strategy in line with our broader content strategy.
- Boost creativity across our work – in both approach and execution.
- Champion, protect and develop effective use of our brand including our brand guidelines and photo library.
- Build strong collaborative relationships with teams needing creative services from across the charity.
- Work with other leads to prioritise creative projects that deliver maximum strategic impact.
- Line manage and support our designers and audio visual producer.
- Appoint and manage our creative agencies and freelance roster of creatives, and photographers – motivating and inspiring our creative partners to deliver best in class.

### WHAT YOU'LL BRING

- Experience of delivering creative direction and creative strategy in line with brand.
- Senior manager, or equivalent, leadership experience, with a motivated, proactive, and engaging style.
- Proven experience of hands-on cross channel visual design.
- Understanding of all aspects of video production from pre to post, and hands-on experience in AV creation.
- Strong communication skills and the ability to present engagingly about your creative concepts and ideas.
- Committed to creative excellence and inspiring teams to deliver it.
- Understanding of visual storytelling, through video and design.
- Expertise in inclusive design and accessibility (desirable).
- Experience of using audience insight to develop effective cross-channel content and successful integrated campaigns.
- Strong people management skills, including recruitment, retention, line management, leading change and managing freelancers.
- Experience of working with colleagues at all levels of an organisation.
- Experience of budget management.
- Comfortable operating in a modern digital workplace, including using digital tools to work collaboratively and productively.

## A BIT MORE ABOUT THE ROLE

You'll report to the **Head of Brand, Marketing and Content**

Your contract will be **permanent**.

You'll work **35 hours a week**.

You'll be based at **UK Office, London (Victoria)**.

You'll be paid **£45,000 per year**.

You'll have **budget responsibility: £10,000**.

Your main relationships will be with:

- **Comms teams: Marketing, Communications coordination, Media & PR, Information Content**
- **Fundraising**
- **Local networks, volunteer and campaigning**
- **People with Parkinson's and volunteers**

## BE PART OF THE **DIGITAL TRANSFORMATION AND COMMUNICATION DIRECTORATE**

We manage external communications with our audiences including content, media, PR, marketing and social.

We also lead how digital technologies can help us reach, involve and serve people affected by Parkinson's in new and better ways, and find digital opportunities to operate more effectively and efficiently within the charity.

We develop and implement forward looking information systems strategy for the organisation and maintain an effective fit-for-purpose IT infrastructure.

## WHAT WE OFFER

**Flexi-time** – The scheme offers employees flexibility on start and finish times, and the ability to take back time you have worked above your contracted hours.

**Annual and Christmas leave** – We offer 25 days, rising by an additional day after two years and then another day after four years' service, taking you to 27 days. We also close for three days between Christmas and New Year, and you don't need to book this using your allowance.

**Interest-free season ticket loan** – This will enable you to purchase an advance ticket more cheaply, once or twice a year, and benefit from the savings. You can apply after you're confirmed in post

**Pension** – You'll be eligible and auto-enrolled into a pension scheme. We'll double your contribution up to 3% - so if you contribute 2%, we'll contribute 4% etc.

**Interest-free educational loan** – This is our commitment to invest and support employees with continued learning.

**Death in service cover** – From your first day of service, we'll pay four times your salary, if you're aged between 16 and 70.

**Ride2work programme** – This is another scheme that enables employees to get tax incentives from cycling to work.

**Employee assistance programme** – A free and confidential service which ranges from emotional support to financial advice.

**Learning and development** – A key part of our People Strategy is to continue to develop and enhance the learning experience during your time at Parkinson's UK, and we are proud to offer many learning opportunities.

**Maternity, adoption and shared parental pay** – we offer an enhanced arrangement on the statutory leaves. This is 8 weeks at full pay and 18 weeks at half pay dependent on your qualifying service.

**Paternity pay** – we offer up to 2 weeks full pay dependent on your qualifying service.

**Family leave** – these policies include compassionate, dependents, carers and bereavement leave that support the lives of employees who have additional commitments

## WHAT WE DO AND HOW WE DO IT

### Our purpose • our ultimate aim

Together we will find the cure, and improve life for everybody affected by Parkinson's.

### Our social mission • what we deliver

We're a people-powered movement. On the verge of major breakthroughs in Parkinson's. By uniting we will find a cure. Together, we will help people get the best care and will ensure everyone sees the real impact of Parkinson's.

### Our values • the way we work

- **People-first:** We're a strong movement for change, informed, shaped and powered by people affected by Parkinson's. We value and support each other.
- **Uniting:** We're scientists and supporters, fundraisers and families, carers and clinicians. We're working, side by side, to improve the lives of everyone affected by Parkinson's.
- **Pioneering:** We innovate across everything we do. Creative, courageous and with pioneering spirit, we strive to continually improve.
- **Driven:** We live and breathe our purpose. We set clear goals and strive to deliver the greatest impact for people affected by Parkinson's.