

EVERYTHING YOU NEED TO KNOW ABOUT BEING OUR CONTENT LEAD

As the charity's leading content strategist, you'll shape the development of high impact, cross-channel editorial content across online and print. You'll direct our content strategy and advise on content marketing and content design approaches to help us get Parkinson's noticed. Alongside your small team of content editors and copywriters, you'll produce creative content, based on audience insight, which brings our cause to life and engages more people in a growing movement for Parkinson's. You'll build strong relationships with colleagues and the Parkinson's community to make sure our content delivers the charity's strategy.

WHAT YOU'LL DO

- Lead on ensuring a strong written identity (tone of voice, messaging), which considers the needs of people with Parkinson's and brings our brand to life.
- Lead the team and devolved editors in content best practice, and inspire innovation and creativity.
- Provide editorial leadership for the charity - developing and iterating content strategy and leading on content design and copywriting.
- Collaborate with the Information Content team to maintain quality of the charity's website content, supporting continual optimisation and improvement.
- Work with the Digital team to develop digital content skills and deliver training.
- Champion editorial content from the Parkinson's community, and work with the community to co-produce content.
- Work and build strong collaborative relationships with other teams to deliver effective creative campaigns and support their content needs.
- Champion, protect and develop use of the brand, and lead on tone of voice.
- Work with the Communications Coordination team and other leads to prioritise content projects that deliver maximum strategic impact.
- Represent the team and directorate at cross-charity and external meetings.

WHAT YOU'LL BRING

- Experience of delivering effective editorial direction in line with brand.
- Experience of developing effective content strategies and overseeing cross-channel editorial content creation.
- Senior manager, or equivalent leadership experience, with a motivated, proactive and engaging style.
- Expert hands-on editorial content creation and copywriting for a wide range of our communications - ideally including marketing, fundraising and brand comms.
- Understanding of how to use audience insight to drive change and improvement.
- Significant experience of managing digital content and production for a large, high traffic website.
- Broad digital knowledge including content design, content management and audit, UX, and analytics.
- Knowledge and experience of delivering successful integrated campaigns.
- Strong people management skills, including recruitment, retention, line management and leading change.
- Experience of working with colleagues at all levels of an organisation.
- A keen eye for detail and impeccable spelling and grammar.
- 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 **Fixed term: 12 months.**

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

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

You'll be paid **£45,000 per annum**

You'll have **no budget responsibility.**

Your main relationships will be with:

- **Comms teams: Marketing, Information Content, Communications coordination, Media & PR, VIP and celebrity team**
- **Fundraising**
- **Local networks, volunteering and campaigning staff**
- **People with Parkinson's**

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.