

Candidate brief for the position of

DIRECTOR OF EXTERNAL AFFAIRS AND COMMUNICATIONS

February 2022



PARKINSON'S^{UK}
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.



DELIVERING AT A TIME OF OPPORTUNITY



As the new Chief Executive of Parkinson's UK, I would like to thank you for your interest in this role.

Parkinson's is the fastest growing neurological condition in the world.

Parkinson's UK is a dynamic and progressive charity seeking to find a cure and improve life for everybody affected by Parkinson's. Our dedicated and skilled staff, talented and passionate community, and responsive fundraising capability provide us with the foundations to break through the many challenges. We aim to harness the rapid advancements in medical science and technology to improve our services and develop new treatments that slow, stop or reverse Parkinson's and manage its symptoms and side effects.

We believe now is the right time to increase the voice and profile of people with Parkinson's and as our Director of External Affairs and Communications you and your

team will be key in making this happen. We want to increase our influence of key stakeholders both locally and nationally to ensure better quality of care and support for everybody affected by Parkinson's. This role – a new position on our leadership team – will help us to harness the passion and commitment of our community to make this happen.

By bringing together our policy, campaigning and communications function, we hope to develop a clear vision and a consistent and proactive approach to influencing key stakeholders; including government, regulators, industry, health and social care providers and other organisations focused on Parkinson's. As well as using our communications powerfully to deliver all areas of our strategy.

We want to be bold and creative in our communications, challenging stereotypes and keeping Parkinson's in the public conversation and inspiring people to take action. We want to maximise the profile of the charity and the condition to transform life with Parkinson's.

To hear more about what we are looking for in our new Director, **[please click here](#)**.

Having listened to this, if you have the drive, ambition and experience to deliver a genuine step change for people with Parkinson's, please read on.

Caroline Russell

Chief Executive, Parkinson's UK

ABOUT US

What we do and how we do it

Our vision • our ultimate aim

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

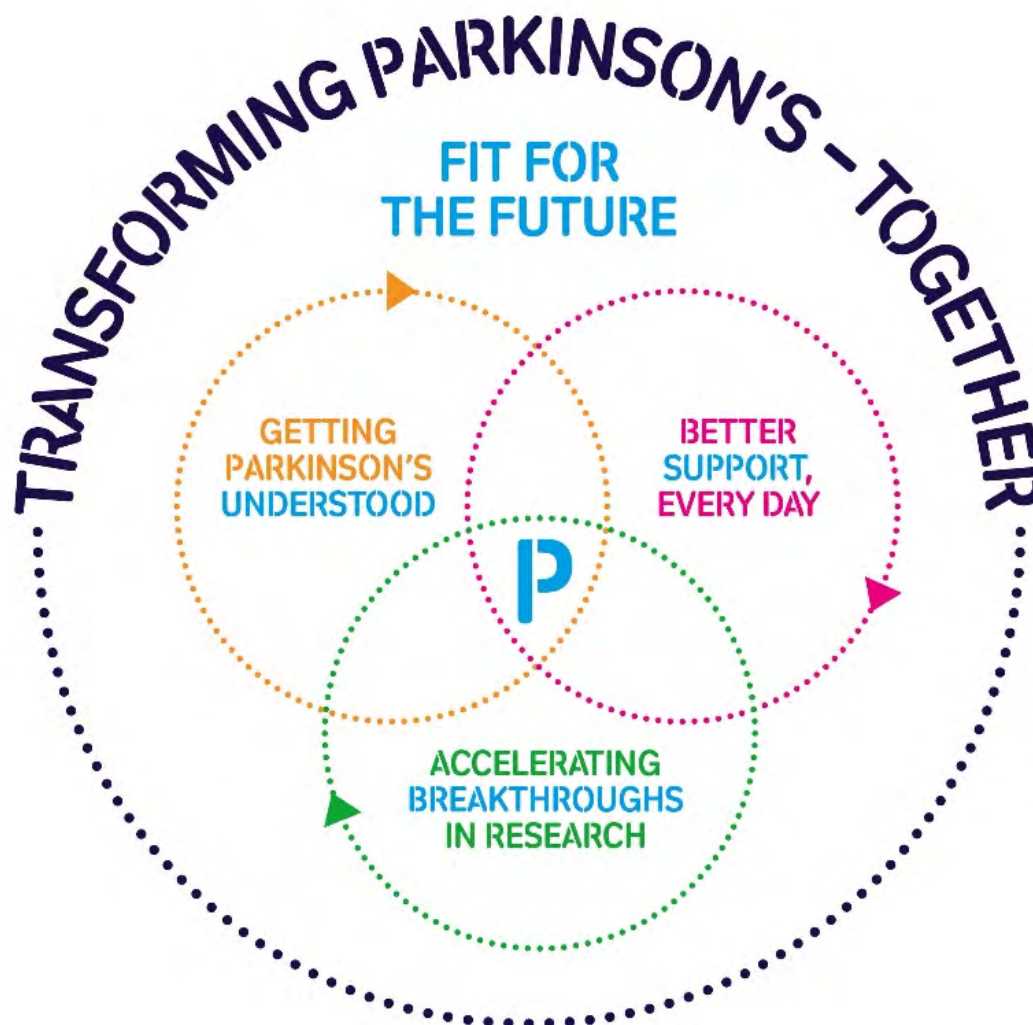
Our social mission • what we deliver

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 Ambition

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 people with Parkinson's, 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.





Where we are

We've come a long way since 1969, when a woman called Mali Jenkins founded the charity in a one-room office in Putney, London. Today, we're the largest charitable funder of Parkinson's research in Europe, driving forward the search for better treatments and a cure at home and internationally. We are a dynamic network of expert staff, health and social care professionals, volunteers and researchers, all focused on delivering to and learning from our incredible community.

- We have around 365 local groups across the UK offering friendship and support to everyone affected by Parkinson's. We also provide valuable information and support through our free confidential helpline, specialist staff and our website.
- Together with our community, we campaign for better support for people affected by Parkinson's. Through our Campaigns Network, we create awareness of the 145,000 people living with Parkinson's and 1 million affected by it, and protect the most vulnerable and isolated in our community.

- We support the development of specialist Parkinson's nurses, over 400 of whom today play a vital role in giving expert care to people with Parkinson's. And we bring together health and social care professionals to transform Parkinson's care through the UK Parkinson's Excellence Network.
- We're the largest charity funder of Parkinson's research in Europe. We've invested over £100m in vital research that has delivered ground-breaking discoveries, new medications and better care.

When the coronavirus (COVID-19) pandemic hit, we quickly adapted our support so we could be there when people living with Parkinson's needed us most. We provided vital information, set up free, home-based exercise classes, and made well-being check-in calls.

Take a look at our [website](#) to get a feel for the breadth and depth of our support for people with Parkinson's.

Where we want to be

We can do so much more to meet the needs of people with Parkinson's and fight this condition.

The world is changing fast. The response to the pandemic has accelerated the way technology is changing communications, medical research, the way we work and much more.

We want people with Parkinson's to get the benefit. To do this, we want to:

- Accelerate breakthroughs in research, pioneering new treatments or technologies that slow, stop or reverse Parkinson's or help manage symptoms or side effects.

- Ensure that people affected by Parkinson's can live the most positive and independent life possible and those who support them get the assistance they need.
- Work with policymakers and the professional community, including the NHS, to deliver the support and services the Parkinson's community need.

People with Parkinson's and the people who love and care for them drive everything we do. We are part of a determined, demanding and caring community. You will be key in raising their voice to influence change.



ACCELERATING BREAKTHROUGHS IN RESEARCH

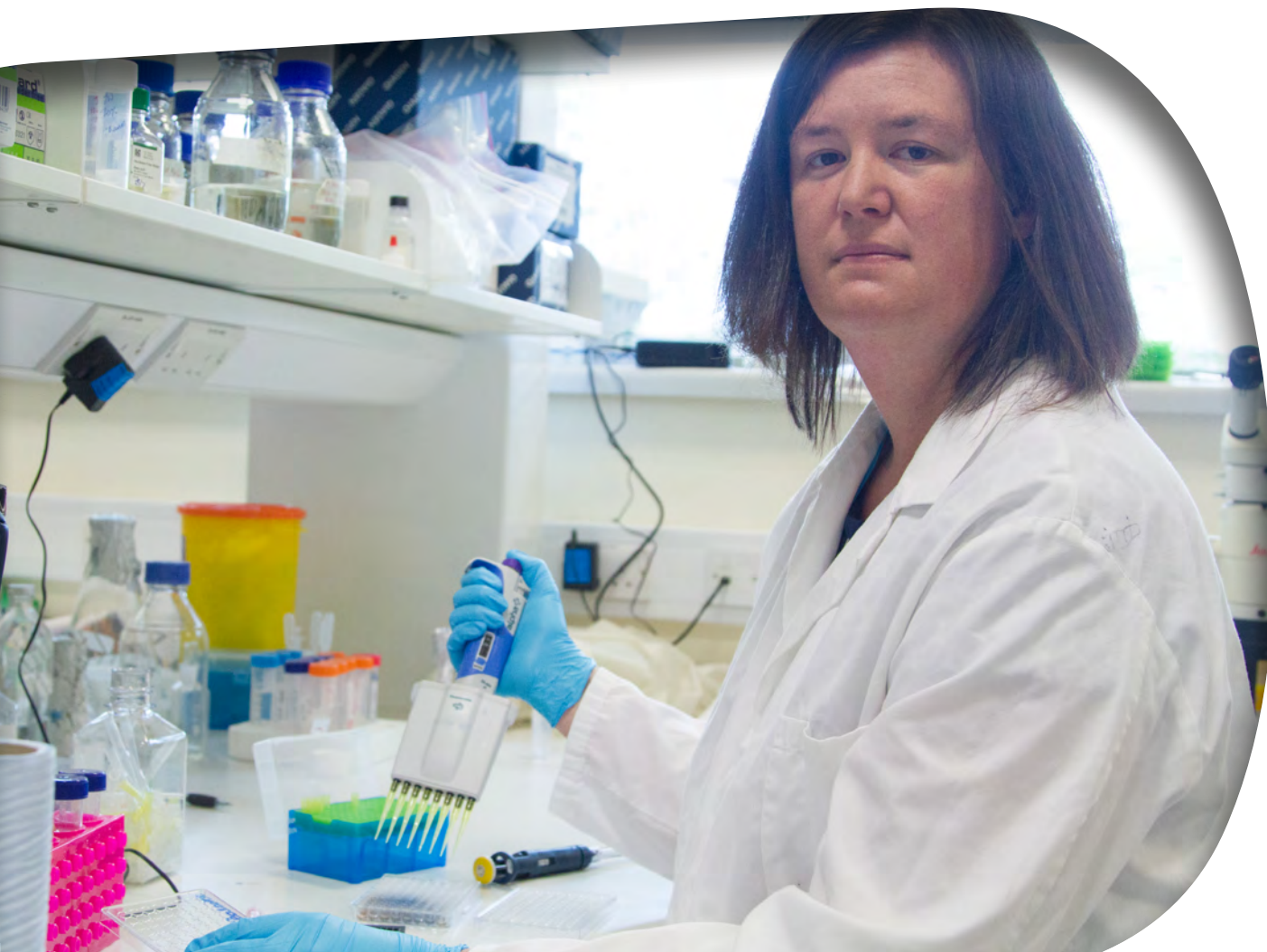
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Our pioneering Virtual Biotech lets us identify the most promising treatments and accelerate them through development and early clinical trials. We partner with leading researchers and innovators worldwide to get results, faster.

By the end of 2024, we'll have ramped up investment in research priorities and the brightest scientific minds. They'll kickstart the process with great discoveries, and our Virtual Biotech will fast track the best ideas into real drugs on the market.

From shaping the design of clinical trials to directly funding the Virtual Biotech portfolio, the Parkinson's community will be involved at every step. Together we'll make sure that every breakthrough makes the biggest possible difference to people's lives. Working with our research team to communicate our progress here is key.



BETTER SUPPORT, EVERY DAY

Parkinson's changes lives. From the day of diagnosis, people with Parkinson's and their loved ones need to know we're by their side.

By the end of 2024 Parkinson's UK will provide personalised information, services and opportunities, to many more people affected by the condition.

They'll be able to draw on invaluable support from their peers and learn more about how exercise and other proven approaches can help them manage their Parkinson's.

The strengthened UK Parkinson's Excellence Network will enable the NHS to significantly improve the expert care and support on offer, enabling people with Parkinson's to live their best life possible.

At every stage of the condition, people affected by Parkinson's know we'll be there. Helping to give more good hours and more good days. Our External Affairs and Communications strategy is central to achieving this.



GETTING PARKINSON'S UNDERSTOOD

On the street, on the train, in shops, restaurants and parks, we meet people with Parkinson's. But we might not know it.

People don't understand Parkinson's. This makes living with the condition harder, whether it's being mistaken for being drunk, or having to fight for fair benefits. People affected can feel like the system is against them, or fear being judged when they go out in public.

We're building understanding of Parkinson's every day. Challenging myths about who gets it. Educating people about its 40-plus symptoms and their distressing impacts. Revealing the hidden side effects of medication.

By the end of 2024, many more people will understand what Parkinson's is, care about those affected, and be inspired to take action. The condition will be part of the

public conversation and on the agenda for politicians and policymakers.

And people with Parkinson's will feel understood. They'll be more confident about going out with their condition, knowing they will be treated well.

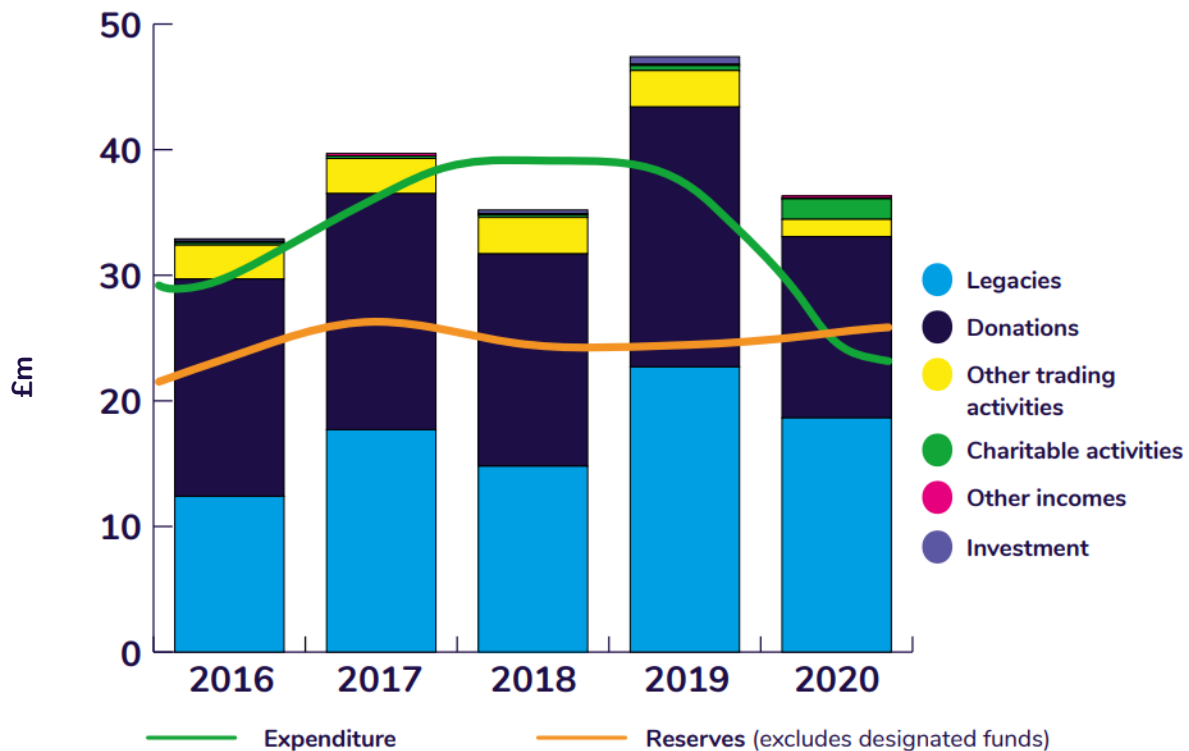
As our Director of External Affairs and Communications you and your team will be key in making this happen.

memory problems
stiffness bladder problems
speech problems slowness of movement
swallowing problems shaking falls
skin problems delusions tremor pain
depression rigidity anxiety
restless legs syndrome eye problems
bowel problems freezing sleep problems
fatigue dizziness dementia
hallucinations



OUR FINANCES

Our 2021 results are unaudited, but despite the challenging conditions, they show our continued financial resilience. We maintained income and managed our costs prudently while continuing to invest in the future.



Our finances are in good shape

With robust financial planning and strong reserves, we are well placed to manage our finances through any remaining uncertainty in the coming months. We have an excellent platform to support the growth and delivery of our work.

Estate strategy

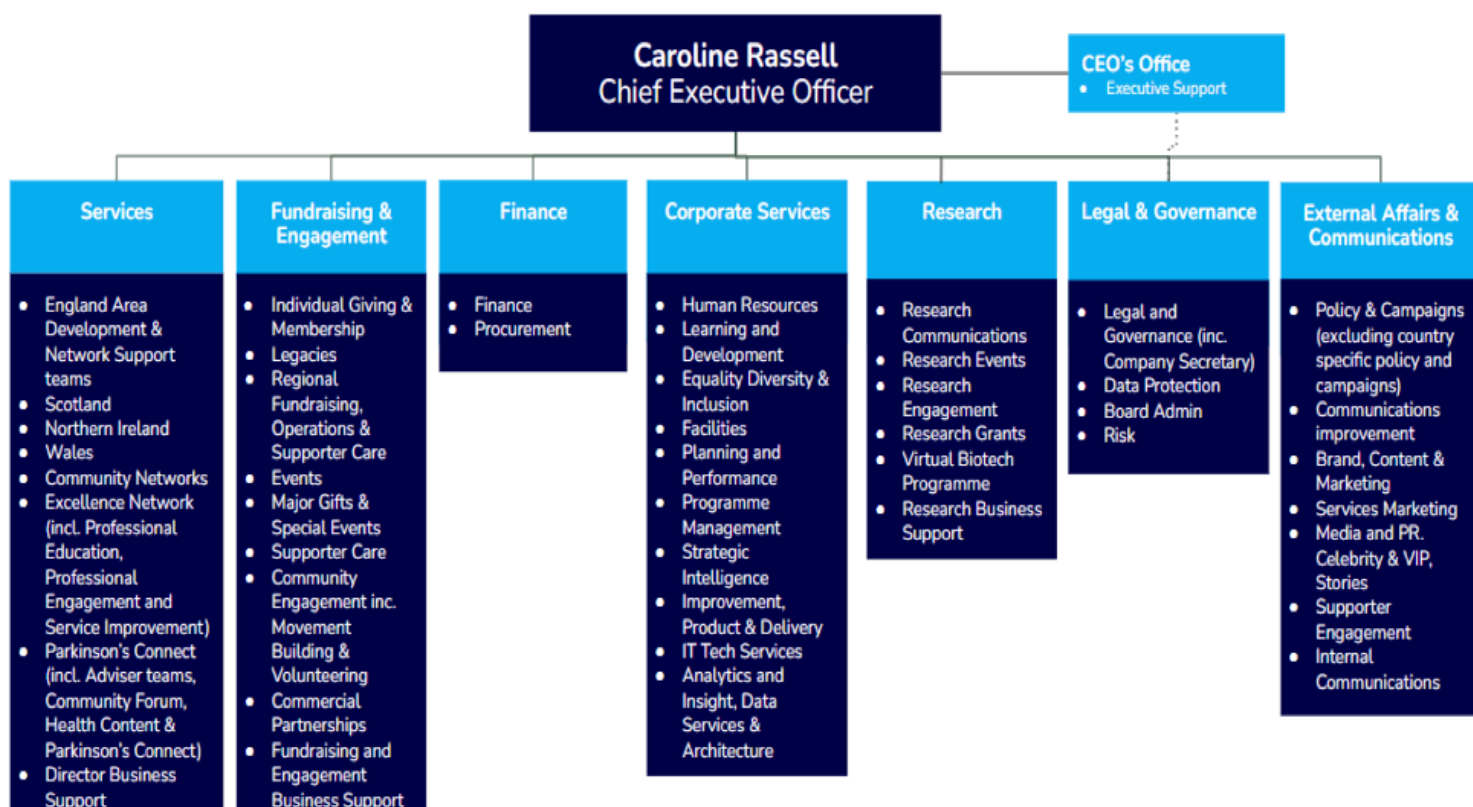
Like many similar organisations we are currently reviewing our requirements for our Head Office at 215 Vauxhall Bridge Road and we are in the process of selling the building as it is not fit for our present nor future needs. Our workplace strategy is finalising what we want to meet our needs. We will be taking into account the following:

- new ways of working
- digital transformation
- possible collaboration
- views of colleagues.



HOW WE ARE ORGANISED

We are a UK-wide charity with staff and volunteers in all four nations. We employ 428 staff, working across seven directorates, led by a talented executive team.



EVERYTHING YOU NEED TO KNOW ABOUT BEING OUR DIRECTOR OF EXTERNAL AFFAIRS & COMMUNICATIONS

We would love to find a Director of External Affairs & Communications with personal knowledge of what Parkinson's means to the individual, their family and friends. We know this may not be possible, but you must have empathy for those affected by Parkinson's and demonstrate that you understand its impacts and the desire of our community to be involved and take control of their lives as much as they can.

If you have read this far you will know that we are looking for someone to bring about a step change in our profile and voice to deliver real and positive change. We describe below some of the core aspects of the role and the personal characteristics you will need.

Who you are and what you'll bring

Our new Director of External Affairs and Communications will be an outstanding individual and most likely demonstrate these personal attributes and more:

- delivery through people, recognising and motivating talent
- naturally collaborative and a powerful unifying force
- credible, influential and empathetic
- rigorous and effective with a proven track record of delivery

On top of these, you must have a passionate belief in the cause of the Parkinson's community and the 1 million people, including loved ones, affected by this relentless condition.

A more detailed description of the role definition and person specification is available [here](#).



TERMS OF APPOINTMENT

Contract

Permanent

Salary

The salary for this role is £90,000 to £100,000 per annum

Work Pattern

You'll work 35 hours per week

Location

The post holder will be based at our London Office with a minimum expectation of 2-3 days in the office.



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 entitlement. 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

HOW TO APPLY

If you would like discuss the role before making an application please contact Katy Giddens at katy.giddens@starfishsearch.com To make an application, please go to <https://starfishsearch.com/jobs/puk-dir-ext-aff-comms/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Key dates

Closing date	7th March 2022
Preliminary interviews with Starfish	w/c 14th March 2022
First-stage interviews with Parkinson's UK	28th March 2022
Final interviews with Parkinson's UK	4th April 2022

Representing the full Parkinson's community

We are committed to becoming a more diverse and inclusive organisation, embracing and valuing individuality and delivering to the entire Parkinson's community.

Our aim is to:

- Connect with and support everyone who has Parkinson's or cares about someone who does, and ensure that racial or ethnic origin, religion, sex, gender, location, age or any other characteristic is no barrier to participation in the life of the charity.
- Ensure that our volunteers and staff reflect our commitment to being a diverse and inclusive organisation.
- Ensure we are fully representative in reviewing and shaping Parkinson's healthcare services and participation in research.

We are Parkinson's UK.
We are powered by
people. We're here to
find a cure and improve
lives, together.

Parkinson's UK
215 Vauxhall Bridge Road
London SW1V 1EJ

Free confidential helpline **0808 800 0303**
Monday to Friday 9am–7pm, Saturday 10am–2pm
(interpreting available)
NGT relay **18001 0808 800 0303**
(for textphone users only)
hello@parkinsons.org.uk
parkinsons.org.uk