

Candidate brief for the position of
DIRECTOR OF COMMUNITY

November 2023



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



DELIVERING AT A TIME OF OPPORTUNITY



As 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.

People living with Parkinson's highly value the services and opportunities Parkinson's UK provides. The pandemic changed lives for people affected by Parkinson's and feedback from our community, and colleagues working in communities, has helped us understand the challenges that we want to address and the opportunities to improve. Taking all of this feedback on board, we've recently launched our refreshed strategy, Every Parkinson's Journey, setting out our priorities through to 2026.

A key element of our revised approach is to use the positive financial position we find ourselves in to grow our support to the NHS, improve services locally for people with Parkinson's and accelerate our research agenda. We're a growing organisation with a passion for delivery and improvement.

Following significant investment, we have a clear strategy to build on the quality and reach of our community services - so that everyone living with Parkinson's across the four nations of the UK has the right information and support to live as well as possible and to feel more in control of life. We're looking for a leader who will turn this strategic aim into a reality through the delivery of high-quality integrated services to enable our local teams to work alongside local groups and the wider Parkinson's community to provide services that are impactful and valued.

This rewarding leadership role will put you at the centre of our work leading, shaping and embedding our community services to deliver the greatest impact for people living with Parkinson's.

You'll also be joining our brilliant Executive Leadership Team who are driven and committed to making our ambition a reality!

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

Having listened to this, if you have the drive, ambition and experience to deliver in this role, 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 a 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 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.



PUSHING FOR EXCELLENT HEALTH AND CARE

When you live with a complex condition like Parkinson's, you need access to high quality local health and care services that meet your needs.

What we'll do:

- Work directly with the NHS to improve services for everyone with Parkinson's across the UK.
- Campaign for and fund more specialist Parkinson's nurses, therapists and other healthcare professionals. And support them to give you the best care possible.
- Educate non-specialist health and care professionals so they better understand the condition.
- Help you navigate the system, and provide the information you need to demand better care.

What we'll deliver

- We'll provide initial funding for 20 new specialist Parkinson's nurse posts and 20 new therapist posts, supporting at least 6,000 more people with Parkinson's every year.
- We'll fund 9 extra NHS service improvement projects to improve health or care for people with Parkinson's.
- We'll launch an access to care campaign, putting the tools to navigate the health system and demand excellent care directly into the hands of thousands of people living with Parkinson's.

Spotlight project

Complete care for Parkinson's

People with Parkinson's need care and advice from the right specialists at the right time. We aim to improve services by funding new Parkinson's nurses and therapists, pushing for integrated multidisciplinary care for everyone, and giving access to experts to help you understand your care options.



BUILDING YOUR COMMUNITY OF SUPPORT

Whether you or a loved one has Parkinson's, with the right information and support, you can feel more in control of life with the condition.

What we'll do

From the moment you're diagnosed or whenever you're ready, we'll make sure you can access what you need to manage your condition and stay active, including:

- Activities to keep you fit, healthy and socially connected.
- Peer support.
- Trusted advice and information.
- A whole network of volunteer-led local groups.

Whatever your experience with Parkinson's, you're not alone. We'll be here for you.

What we'll deliver

- We'll add 1,000 new activities to our online directory of ways to get active.
- We'll educate 500 new activity providers across the UK about Parkinson's, and set up 10 new partnerships with physical activity providers.
- We'll fund at least 60 physical activity projects every year across the UK.
- We'll create engaging new resources for people with Parkinson's and activity providers, from videos and guides to specialist support for people who are newly diagnosed.

Spotlight project

Get active, stay active

Being physically active is vital for living well with Parkinson's. We aim to help more people get and stay active by making it easier for people to find activities near them, funding new ideas and programmes for local communities, and providing information and support to anyone struggling to get active.

GETTING YOU **NEW TREATMENTS,** **FASTER**

If you have Parkinson's, you need treatments that can relieve symptoms right now and help you manage the condition.

What we'll do

- Translate cutting-edge research into practical ways to manage your Parkinson's.
- Test new technology and devices that can help you live better.
- Provide information on the most effective exercises and therapies for people with Parkinson's, at every stage of the condition.
- Bring you opportunities to shape and take part in pioneering research.

All while fast tracking investment into the most promising research projects, so that we'll find the next life-changing treatment in years not decades.

What we're delivering

- In 2023, we'll invest £9.5 million in pioneering research and begin recruiting people with Parkinson's to take part in 3 groundbreaking clinical trials. These will test whether cannabidiol (CBD) can treat hallucinations, whether a new drug could reduce inflammation in the brain, and whether the cough medicine Ambroxol can slow the progression of Parkinson's.
- We'll continue our 'Parkinson's research needs you' campaign to encourage thousands more people to take part in critical research studies.
- We're organising events to encourage people from ethnic groups that are under-represented in research, like South Asian and Black communities in the UK, to get involved in research.

Spotlight project

Testing tech for Parkinson's

People with Parkinson's are already using digital apps and "wearable tech" like smartwatches and sleep trackers to manage the condition. We aim to help you choose the best technology for you by setting up independent review panels to test and approve apps and devices, involving more people with Parkinson's in the testing and review process, and collaborating with other Parkinson's charities to share information on the best technology.



BECOMING FIT FOR THE FUTURE

To find a cure and dramatically improve life with Parkinson's, we need to empower and equip our supporters, volunteers, members and staff to make the biggest possible impact with every penny.

What we'll do

- Make it easier for you to get involved with the charity, wherever you live and whatever your income, ethnicity or gender.
- Strengthen the ways we listen to and collaborate with the Parkinson's community, and embed this into our work.
- Transform our finance and data systems to better serve the changing needs of our community.
- Raise the money needed to fund our ambitious strategy.

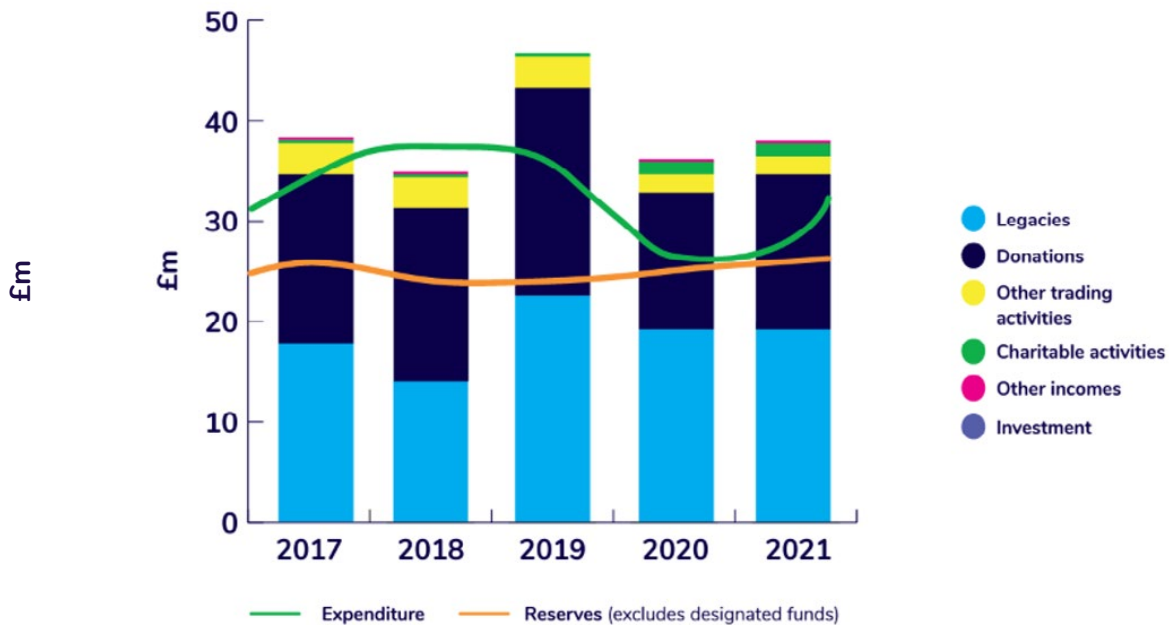
Our priorities:

- Inspire more people to support our work.
- Unleash the collective power of our community.
- Make our work more effective and efficient.



OUR FINANCES

Our finances remain in good health despite the challenges from Covid and the cost of living crisis. We're maintaining our fundraising strength and managing 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. We have an excellent platform to support the growth and delivery of our work.

Workplace strategy

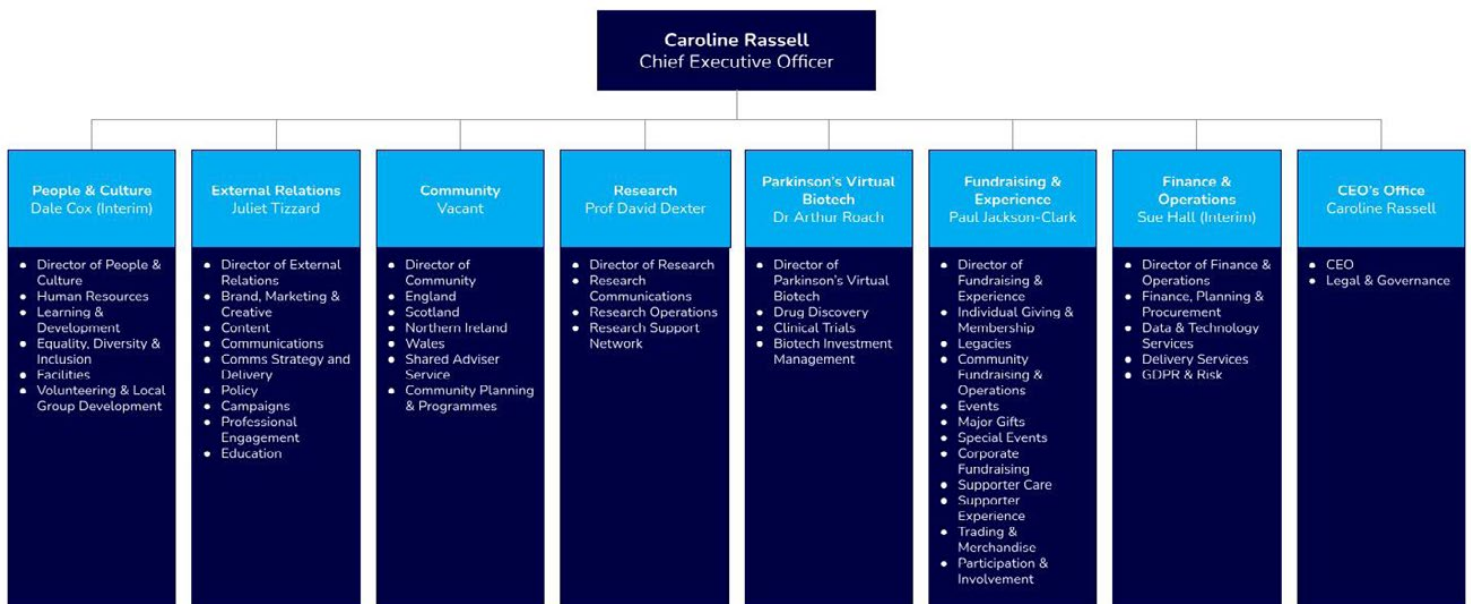
Like many similar organisations we are currently reviewing our requirements for our Head Office. In April 2022, we sold the building at 215 Vauxhall Bridge Road as it was not fit for our present nor future needs. Our workplace strategy is finalising what we want to meet our needs. We will be taking into account the following:

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



HOW WE ARE ORGANISED

We are a UK-wide charity with staff and volunteers in all 4 nations. We employ 452 staff, working across 8 directorates and over 3,500 volunteers and leading over 365 local groups delivering opportunities for people to connect, be supported, and participate in activities.



EVERYTHING YOU NEED TO KNOW ABOUT BEING OUR DIRECTOR OF COMMUNITY

We would love to find a Director of Community 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.

This rewarding leadership role will put you at the centre of our work leading, shaping and embedding our community services to deliver the greatest impact for people living with Parkinson's.

Who you are and what you'll bring

Our new Director of Community 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 strategic leadership

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

You'll report to the **Chief Executive**

Your contract will be **permanent**

You'll work **35 hours per week**

You'll be expected to work **2 days in the office or in our communities each week with significant UK travel**

You'll be paid **£101,400.00 per year**

You'll have **budget responsibility for the Directorate budget of between £9 - 10m and sign off responsibility for up to £100,000.**

You'll lead a directorate **with a headcount of 200+**



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.

Our UK Office – Take advantage of our UK office based in London, Victoria, which offers a great space to work with sit-stand work desks, touch points, collaboration spaces and private working booths. Most of our meeting rooms are now equipped with new Google Meet devices which let you easily conduct hybrid video conference calls and collaborate with both colleagues in the room and those joining remotely. You can also join our in-person training sessions and social events!

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 6% - so if you contribute 2%, we'll contribute 4% etc.

Sabbatical leave – The charity is committed to supporting our people in their personal and professional aspirations and offers sabbatical leave for up to six months after three years continuous service.

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

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Katy Giddens and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/jobs/puk-doc/> 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

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| Closing date | 7th January 2024 |
| Preliminary interviews | end w/c 8th Jan 2024 and 15th Jan 2024 |
| One to one with the Chief Executive Officer | 1st February 2024 |
| Final Interviews with Parkinson's UK | 6th February 2024 |

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