

Everything you need to know about being our Celebrity Lead

Our celebrity ambassadors play an important role in raising the profile of Parkinson's and our work. Through their media, fundraising and support at events, they are sharing their lived experience to help increase understanding and visibility of the issues our community cares about most.

In this role, you take responsibility for developing new and existing relationships with our celebrity supporters and their agents, stewarding their journey with the charity and making them strong and dedicated advocates across our strategic priorities. You'll bring creative and proactive ideas ensuring we're prioritising requests to maximise the potential of our high profile supporters.

What you'll do

- Implement and own our celebrity strategy and individual stewardship plans to support this, resulting in highly committed and engaged high profile supporters
- Lead on outreach and negotiation with new, potential supporters for charity activities
- Manage and prioritise requests for VIP support from across the charity ensuring that they are aligned with our strategic aims
- Be the first point of contact for celebrities looking for support, signposting them within the charity or acting as intermediary for confidential requests
- Take responsibility for the management and development of the Celebrity Officer
- Work with colleagues across the charity to maximise our celebrity supporters across all communications channels, highlighting new opportunities as they arise
- Make sure that our celebrity supporters are well briefed and up to date with key messages
- Ensure that our celebrity activity is tracked, reported and evaluated to show the value they bring to the charity

What you'll bring

- Extensive experience of working strategically with celebrities and their management teams **(A,I)**
- Creative and proactive approach to celebrity engagement and ongoing stewardship **(A,I,T)**
- Negotiation and persuasion skills to ensure that high profile supporters understand why we're the Parkinson's charity to support **(I,T)**
- The ability to build and maintain relationships with discretion and sensitivity **(I,T)**
- Understanding and awareness of the GDPR when handling personal data and information **(A,I)**
- Working understanding of PR and social media to amplify opportunities **(A,I,T)**
- Excellent attention to detail, organisational and communication skills **(A,T)**
- Ability to prioritise your workload and support your team members to do the same in line with organisational priorities **(I)**
- Experience of operating in a modern digital workplace, including using digital tools (and what is needed from the role) to work collaboratively and productively **(I)**

(A) Indicates that this criteria will be assessed at the application stage

(I) Indicates that this criteria will be assessed at the interview stage

(T) Indicates that this criteria will be assessed by a test/presentation

A bit more about the role

You'll report to the **Head of Communications**

Your contract will be **permanent**

You'll work **35 hours a week, open to flexible working and job shares**

You'll work **between the UK office, London (Victoria) and your home (minimum of 2 days per week in-person working)**. Travel expenses to the UK office are not covered by the charity

You'll be paid **£45,076 per year**

Your main relationships will be with:

- **Our high profile supporters and their management teams**
- **Colleagues across key areas of our strategic work including Fundraising, Excellence Network, Community and Policy and Campaigning**
- **Media and PR, social and internal communications teams**
- **Brand, Marketing and Creative teams**

Be part of the **External Affairs & Communications** directorate

The Parkinson's community has a strong voice, and we're here to make sure more people hear it.

We fight alongside the community and drive people-powered change for better care and welfare services. For fair treatment for everyone with Parkinson's. For more funding for breakthrough research.

And we use our bold and creative comms to challenge stereotypes. To keep Parkinson's in the public eye. To inspire people to take action. We support teams across the charity to create compelling comms to grow, mobilise and engage with audiences.

Working together with the Parkinson's community, health professionals, the media, governments and external partners, we do all this to transform life with Parkinson's.

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

Salary Exchange - The scheme offers you to exchange part of your gross salary for pension contributions. Salary exchange is linked to our auto enrollment pension scheme and is operated on an opt-in basis.

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.

Disability related leave - we offer this paid leave to support our people with disabilities or long term health conditions from the first day of employment.

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.

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

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 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.