

Everything you need to know about being our content strategist

As our experienced and versatile content strategist, you'll act as an in-house consultant, delivering content for a range of communications projects and providing expert guidance on everything from writing in our brand voice to testing content with users.

You'll build strong relationships, collaborate with other teams to manage and improve website content, and train and support colleagues to use key digital tools and content design techniques.

What you'll do

- Write, edit, proof and publish content for a range of communications projects and marketing campaigns briefed into our in-house Studio.
- Use audience insight to develop messaging guides and content strategies.
- Audit, optimise, create and test website content to meet business goals and user needs.
- Support website editors across the charity, training them to use our content management system and digital tools.
- Maintain insight and quality assurance processes for site functionality and optimisation.
- Share responsibility for responding to website content requests and content enquiries.
- Champion the Parkinson's UK brand, including training others to write in our brand voice.
- Involve the Parkinson's community in content development through user testing and storytelling.

What you'll bring

- Experience in developing strategic content that meets user needs across a range of audiences, formats and channels. **(A, I, T)**
- Strong collaboration skills, confident training and working with colleagues across the charity and members of the Parkinson's community. **(A, I)**
- Experience managing and improving content for a large website. **(A, I)**
- Excellent writing and proofreading skills, and ability to enforce brand guidelines and house style. **(A, I)**
- Broad knowledge of SEO, accessibility, and a range of content design techniques. **(A, I)**
- Ability to plan and prioritise own workload effectively. **(I)**
- Enthusiastic and proactive attitude, with strong communication skills. **(I)**
- Ability to share your skills, learn from others, and question established ways of doing things. **(I)**

(A) assessed at the application stage **(I)** assessed at interview stage **(T)** assessed by a test/presentation

A bit more about the role

You'll report to the **senior content strategist**

Your contract will be **permanent**

You'll work **35 hours a week (part time working, compressed hours and job shares will be considered)**

You'll be based **between the UK office, London (Victoria) and your home (minimum of 2 days per week in-person working)**

You'll be paid **£34,568 per year (travel expenses to the UK office are not covered by the charity)**

The Content team supports subject matter experts across the whole charity and works on a range of projects. Your main relationships will be with:

- **the brand, marketing, and creative teams**
- **teams that create and own a lot of content, such as our fundraising and campaigns teams**
- **Product, UX, and other colleagues in our Delivery Services team.**

Be part of the External Relations 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 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.

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.

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.

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

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

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

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

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.