

## Everything you need to know about being our Brand and Marketing Lead

You'll be responsible for leading our Brand and Marketing strategy, planning and delivering ambitious marketing campaigns to meet the objectives of our new strategy and, ultimately, improve the lives of people affected by Parkinson's.

You'll be an experienced and collaborative leader, delivering through your team and providing consultancy and support to teams across the charity. You'll build an understanding of their marketing needs and provide advice or business partner support to their work. You'll be our brand champion and own how our brand is represented and articulated, developing this in line with audience insights.

### What you'll do

- Develop and drive a marketing strategy that helps us deliver on the charity's ambitions.
- Manage the development, delivery, and evaluation of brand and marketing activity across a range of objectives and audiences.
- Lead on driving the understanding of brand and marketing across the charity.
- Provide marketing consultancy and mentorship across the charity, increasing our quality, efficiency and performance.
- Work with Creative and Content Leads to produce highly-effective, inspiring and audience-focused brand content.
- Own how our brand is represented and articulated in a clear, consistent, distinctive and compelling manner. Develop this in line with audience insight.
- Lead the Digital Marketing function, integrating digital marketing into our campaigns.
- Lead on effective collaboration and coordination between Brand and Marketing and other Directorates.
- Work closely with our data and insight teams and wider Communications directorate to build and develop our audience understanding.
- Drive our audience focus by ensuring that people affected by Parkinson's are included in the development of campaigns.

### What you'll bring

- Leadership experience of brand and marketing teams and cross functional business partnering **(A,I)**
- Proven experience developing and delivering successful multi-channel marketing activity **(A,I)**
- Strong knowledge of marketing principles and techniques across paid, owned and earned channels **(A,I)**
- Experience in running high performing digital marketing campaigns **(A,I)**
- Experience of brand strategy leadership, defining the representation of the brand, tone of voice and brand architecture **(I)**
- Experience working with audience segmentation and using actionable insights to improve campaigns **(A,I)**
- Experience of evaluating and measuring marketing and engagement activities and identifying opportunities for improvements **(A,I)**
- Strong influencing skills, including senior stakeholder influencing to gain investment into brand or marketing activities **(I)**
- A passion for brand and communications and an ability to think strategically about marketing effectiveness **(I)**

**(A) assessed at the application stage**

**(I) assessed at the interview stage**

**(T) assessed by a test/presentation**

## A bit more about the role

You'll report to the **Head of Brand, Marketing and Creative**

Your contract will be **permanent**

You'll work **35 hours per week (Part-time, compressed hours and job shares considered)**

You'll work **a combination of your home and attending in person activities within the community where needed.**

You'll be paid **£52,890 per year**

Your main relationships will be with:

- **Fundraising and Engagement teams**
- **Communications colleagues across the charity**
- **Creative and content**
- **Digital marketing**

## 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're driving excellent health and care for everyone affected by Parkinson's. Giving more people access to life-changing support and breakthrough research. Using bold and creative communications to challenge stereotypes, keep Parkinson's in the public eye, and inspire people to fund groundbreaking new treatments and improve life with Parkinson's.

We collaborate with health and care professionals, decision-makers, journalists, and people with Parkinson's, friends, families and carers. We're constantly learning and improving so that we can deliver the biggest impact for our community.

## 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

We recognise that our greatest asset is our people! And our benefits reflect our commitment to nurturing a thriving and fulfilled workforce.

Our comprehensive benefit package is designed with your well-being in mind. From reward, health and wellness initiatives, learning and development opportunities and a range of perks tailored to enhance your work-life balance.

To find out more about what we offer, follow this link

**Our benefits, and what we offer can be found on our website:**  
<https://www.parkinsons.org.uk/about-us/benefits-working-us>