

# PSP4

CREATING A BETTER FUTURE FOR  
PEOPLE LIVING WITH PSP & CBD



**JOB APPLICATION PACK**

# COMMUNICATIONS AND INFLUENCING OFFICER

[PSPASSOCIATION.ORG.UK](http://PSPASSOCIATION.ORG.UK)

# PSPA is the only UK charity dedicated to creating a better future for everyone affected by PSP & CBD.

## WHO WE ARE

- PSPA is the UK's leading centre of knowledge, experiences and support for people living with PSP or CBD and their families.
- Our people have experience and knowledge to help individuals understand the conditions and support available to them.

## WHAT WE DO

We work to ensure the 10,000 people with PSP or CBD receive support and care that is co-ordinated, has continuity and is compassionate.

## WHY WE EXIST

- Our work is important because people with PSP & CBD do not receive timely diagnoses or adequate support and care.
- For one in three people, it takes over one year to be referred to a neurologist by their GP
- 60% of people living with PSP or CBD initially receive a misdiagnosis.

## OUR CALL TO ACTION

Together we can improve diagnosis for the 10,000 people living with PSP & CBD, saving



Dear Candidate,

Don't be put off applying for this role by how hard it is to pronounce Progressive Supranuclear Palsy or Corticobasal Degeneration, I remember being terrified at my interview I might get it wrong. Now it is nearly three years since I was appointed CEO at PSPA and as each month passes my ambition for what I want PSPA to achieve grows. The challenges of everyday life, navigating the health and social care system, and the sheer isolation of having a rare neurological condition motivates us all in the team to do our best.

We have set out our strategy and are looking for a new Communications and Influencing Officer to help develop our social media, digital and other communication platforms as well as support campaigning and influencing work.

Being the only charity in the UK to provide support, raise awareness and fund research for people living with PSP or CBD we are in the unique position of being the voice of those affected across the UK. We provide a great range of support services, a growing programme of research grants and want to expand our impact in raising awareness to improve diagnosis, so we can make progress towards finding treatments and a cure.

Our 2022 patient survey showed that 60% of people with PSP or CBD are initially misdiagnosed and the average time to a diagnosis is three years. For conditions where there are no treatments and no cure, it is our drive and ambition to forge partnerships that can change the landscape for people with PSP or CBD.

We know together we can improve diagnosis for the 10,000 people living with PSP & CBD. That's why we have hybrid working arrangements which allow flexibility of working at home, alongside some time with colleagues in the office at least once a week to collaborate and innovate for the benefit of everyone affected by PSP or CBD.

**I hope you will consider coming to join us. If you have any questions, please get in touch, [rebecca.packwood@pspassociation.org.uk](mailto:rebecca.packwood@pspassociation.org.uk)**

**Best wishes,**



**Rebecca Packwood**

PSPA CEO



## COMMUNICATIONS AND INFLUENCING OFFICER

<b>Job Title</b>	Communications and Influencing Officer
<b>Team</b>	Policy and Influencing
<b>Salary</b>	£28,000 per annum Employer contribution to the workplace-defined pension scheme. Employee Assistance Programme with UK Healthcare.
<b>Hours of Work</b>	35 hours per week This may include occasional evening and weekend events.
<b>Annual leave</b>	28 days plus bank holidays
<b>Location</b>	Hybrid working with Milton Keynes as the head office, with a requirement to attend a minimum of one day a week.
<b>Contract Type</b>	Full-time – permanent
<b>Reporting to</b>	Communications Manager
<b>Responsible for</b>	N/A
<b>Experience Required</b>	Demonstrable experience of communicating key messages through digital media either in a paid role or voluntary work. Experience of creating and editing website content. Experience writing for multiple audiences and channels.

## About the Role

We are looking for an enthusiastic Communications and Influencing Officer to support the Communications team in delivering engaging content across PSPA's social media, digital and other communications platforms. aimed at growing our reach, aiding awareness raising and supporting fundraising.

The Communications and Influencing Officer will be responsible for communicating PSPA's services and work to a wide range of audiences, creating original content for our website, social media platforms and other channels, and supporting our efforts to campaign and influence at a national and local level to improve diagnosis, care and treatment for people living with PSP & CBD.

You'll help us amplify the voices of people affected by PSP & CBD, raise awareness of the conditions among healthcare professionals, governments, elected representatives, and the public, and engage new and existing supporters with our work.

## About You

The successful candidate will have some experience in digital communications and content creation, including social media platforms and websites, but what's more important is that you've got excellent communication skills, the ability to work collaboratively within a small team, and creative flair.

You're proactive and confident, with great organisational skills and the ability to meet tight deadlines, while being able to prioritise a busy workload and manage consecutive projects.

You'll have a passion for communicating with varied and diverse audiences, have new ideas for engaging our supporters and raising awareness of a little-understood condition, and have a commitment to campaigning for change to make a better future for everybody affected by PSP & CBD.

## Key duties and responsibilities

As the Communications and Influencing Officer, you will support the Director of Policy & Influencing and the Communications Manager to deliver PSPA's supporter, volunteer and public communications and public affairs engagement with parliamentarians, public bodies, and other stakeholders.

Your key responsibilities will include:

### Social media

- Working with the Communications Manager and across the charity to deliver our social media plan, aimed at communicating PSPA's work to a wide audience and broadening the reach of our support.
- Creating original, memorable, and engaging content for PSPA's social media channels to promote our services, support, and other work. When required,

commission design support for content production to budget.

- Planning and scheduling relevant and timely content across each of PSPA's social media platforms, and regularly monitor and report on engagement and performance.
- Proactively looking for opportunities to share key PSPA messages and to collaborate with partner organisation campaigns.

### **Website**

- Creating and editing original, informative, and engaging content for the PSPA website, where possible integrating multimedia approaches for greater reach and engagement.
- Working with the Communications Manager and colleagues across the charity to ensure that information and support, volunteering, fundraising and other content on the PSPA website is kept accurate and up to date.
- Planning, researching, and writing regular content for the PSPA volunteers blog.
- Supporting the Communications Manager and other colleagues to develop and deliver new website projects such as an information hub providing regional information.

### **Influencing**

- Supporting the Director of Policy & Influencing to manage PSPA's stakeholder engagement with governments, parliamentarians, and public bodies e.g. the NHS and National Institute of Health & Care Excellence.
- Supporting the delivery of high-profile campaigns to raise awareness of PSP & CBD and change policy and practice at local and national level, including PSPA's annual Awareness Week campaign.
- Monitoring and sharing relevant updates from national governments and parliaments, health services and other external organisations.
- Assisting with research and writing of briefings and short reports on key policy issues affecting people living with PSP & CBD.

### **Other**

- Supporting PSPA events with live posting of onsite photos, interviews with participants and video clips. Occasionally these may be in the evening or at weekends.
- Supporting the Communications Manager with PSPA's supporter communications, including our e-newsletters and PSPA Matters, our magazine.
- Assist in recruiting loyal volunteers and fundraisers across various roles, challenges, and event opportunities.
- Provide support to other communications projects as needed.

## Corporate duties

1. Ensure you comply with Health and Safety and associated workplace legislation including GDPR, data protection and information security and management requirements.
2. Contribute fully to team and staff meetings, promoting the role of communications within the organisation.
3. Display a commitment to equal opportunities and inclusion.
4. Promote the vision and goals of PSPA within your team and other employees.
5. Work within the performance culture at PSPA to consistently achieve your targets and the objectives in your annual appraisal.
6. Undertake any other reasonable duties requested of you commensurate with your role and the aims of the charity.

## Person Specification

	Essential	Desirable
Demonstrable experience of communicating key messages through digital media either in a paid role or voluntary work.	<b>X</b>	
Experience of creating and editing website content.	<b>X</b>	
Excellent written communication skills and experience writing for multiple audiences and channels.	<b>X</b>	
Ability to communicate complex information in a clear and concise way.	<b>X</b>	
Ability to work as part of a small team as well as independently.	<b>X</b>	
Ability to organise and prioritise your own workload.	<b>X</b>	
Responds positively to change, showing initiative and problem solving.	<b>X</b>	
Good knowledge of Microsoft 365 (Outlook, Word, Teams, PowerPoint and SharePoint).	<b>X</b>	
Excellent attention to detail.	<b>X</b>	
Knowledge of social media analytics and metrics.		<b>X</b>
Understanding of UK politics and political environment.		<b>X</b>



# IN APRIL 2023, WE LAUNCHED A NEW STRATEGY FOR PSPA

This three-year strategy sets out our purpose, goals and priorities to help create a better future for everyone affected by PSP & CBD.

Since PSPA's 30th birthday will take place in 2024, we wanted to ensure we set a bold vision, honouring the vision Michael Koe set out in memory of his late wife Sarah.

**In this strategy, our goals are:**



## **SUPPORT & INFORMATION**

Enabling people to live the best life possible



## **RESEARCH & AWARENESS RAISING**

Improving quality of life



## **INVOLVEMENT**

Putting people living with PSP & CBD at the heart of what we do

### **OUR COMMITMENTS**

Our commitments apply to everything we say and everything we do.

- To be courageous in making sure the voices of people living with PSP & CBD are heard. Standing up for a better life for people and having a tenacious commitment to change, even in the face of setbacks.
- To be ambitious - to be the leaders in the field of PSP & CBD in the UK. To be willing to listen and learn and to strive for excellence and impact.
- To work collaboratively, to inspire people externally and internally, to bring their individual talents together to improve outcomes.
- To respect, value and recognise everyone's contribution. Empowering people and building a team which champions Equality, Diversity, and Inclusion.

