



A message from the joint Head of Comms and Marketing

Did you know that the average woman diagnosed with ovarian cancer has a higher chance of dying than surviving? Or that survival rates for women with ovarian cancer now are where survival rates for those affected by breast cancer were 50 years ago? Or how about that only 1 in 10 women know the main symptoms of ovarian cancer (and knowing these could lead to an early diagnosis— your best chance of survival)?

Don't worry if you didn't know that; you're not the only one. One of our supporters once told us 'It's not that ovarian cancer is a silent killer, it's that people don't listen'. And who can blame them – there are so many social, political and health issues that surround us and affect women in 2022. But we've also seen amazing, recent progress made in women's rights, equality and health, so we know change is possible. We just need to be heard. Our time is now, women with ovarian cancer need us and with more women projected to get ovarian cancer than ever before, there's no time to lose.

So, if you read that opening paragraph and thought 'this is unacceptable, people need to know this and take action' you might be the person for us...

Ovarian Cancer Action has been proud to stand with and for women since 2005, investing more in ground-breaking and clinical research than any ovarian cancer charity (with outstanding results), tackling inequalities to give women the best care wherever they are, whoever they are, and working with amazing partners to deliver hard hitting, noise cutting campaigns. Just this year we worked with Twitter and creative agency TBWA to reach over 20 million people with vital information on symptoms through a raw, emotional video. We love what we do and learn every day.

We've made continuous steps but have a long way to go (remember that first paragraph?). We're a small but mighty Comms team with different backgrounds, ways of working and areas of expertise but what we share is passion, ambition, and commitment – to always be authentic, to dare to be brave, to make giant leaps not small steps. And these are the kind of people we want in our team.

People open to trying things differently; that's why you're hearing from a Joint Head of Comms and Marketing (two Heads are better than one they say...) to supercharge our brand as we start a new organisational strategy – faster progress to make ovarian cancer a survivable disease.

People who aren't afraid of failure, they're inspired by the challenge. Empowered by the stories of Hannah, Florence, Fi and thousands of others, inspired to share their stories through compelling comms to reach thousands more and save lives. You'll be confident writers, creative thinkers, seasoned planners, team players with a point to prove and a desire to improve.

"But I'm not sure I have all skills and experience you've asked for in the job profile?" So, tell us what you do have, what you need and how you'd get there. We know that people often only apply for a role if they have 100% of what's required (particularly women) – we're not looking for perfection. Just like ovarian cancer, we don't have all the answers. But we'll do whatever it takes to find them. That's the essential bit.

Still reading? Then what are you waiting for? Get that application in and tell us why this team is for you and how you want to change the game for women's health.

Nick Wright

Jennifer Schembri

Role and Organisational Profile

Position:	Communications Manager
Salary:	£36- £39k (depending on experience)
Reports to:	Head of Communications and Marketing
Start date:	ASAP
Contract type:	This is a permanent, full-time role, which has flexibility to work both in our London office and remotely from home. Part time considered.
Place of work:	There will be a hybrid of remote/home and office-based working from a central London workspace of 1-2 days per week. There may be occasional work outside regular office hours at charity events (with time off in return).

About Ovarian Cancer Action

In 2022, the odds are against women with ovarian cancer surviving more than 5 and 10 years. In fact, only 3 in 10 women diagnosed with ovarian cancer live beyond 10 years. It's unacceptable. With more and more women predicted to get ovarian cancer over that period, it's vital we make faster progress to reach a vision of ovarian cancer being survivable for all women.

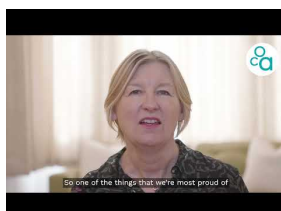
In fact, we're so determined, that we're supercharging our ambitions; to transform survival rates so by 2032 at least half of women with ovarian cancer live for 10 years. And we're focused on driving improvements in three key areas:

- **Breakthroughs** – we need to develop ground-breaking new treatments, be on the path to a screening programme and build better care pathways to give patients more options to get rid of their cancer or keep it under control for as long as possible. We've invested over £12 million in pioneering scientific and clinical research to build breakthroughs since our inception in 2006, more than any other ovarian cancer charity. Last year alone, our incredible researchers contributed 11 new ovarian cancer discoveries. But we need to make giant leaps now, not small steps.
- **Knowledge** – shockingly, only 1 in 10 women know the main symptoms of ovarian cancer. We can save thousands more lives by equipping people with the information that can prevent ovarian cancer in those at highest risk and diagnose ovarian cancer in others as early as possible. Our lifesaving awareness campaigns need to reach more women, health professionals and higher risk communities to cut through the noise and change the future for women of today and tomorrow.
- **Equality** – we must make sure that women are able to access the best care and information regardless of age, ethnicity, or location, to have the best chance of survival. In 2020, we bid for and secured £1.2m from the Tampon Tax Fund to deliver our game changing 'IMPROVE UK' project. In partnership with the British Gynaecological Cancer Society, this project is tackling severe regional and systemic inequalities in outcomes experienced by patients. This can lead to immediate transformation in our health care systems for women with ovarian cancer.

Progress has been made over last 30 years, but it's not enough. Ovarian cancer is an incredibly complex disease with shockingly low survival rates. The Covid pandemic and Brexit has made the situation worse for patients and has also affected the UK research community over the last few years. We must accelerate progress, so we see the same fast and consistent improvements in ovarian cancer as we've seen in prostate and breast cancer.

We have a huge challenge on our hands, so we need people up for this challenge. People who bring determination, passion, commitment, and creativity that can turn the tide on ovarian cancer. We have a new five-year strategy, a renewed focus on research and ambitious plans to drive forward progress at a faster pace. Can you hit the ground running?

[Watch this video to learn more about what we do and the impact we have....](#)



About the Role

We're looking for a creative and versatile communications colossus to help develop, drive and deliver impactful campaigns and projects.

This is a key role within the Communications Team, supporting our strategy for growth across all channels by creating powerful and engaging content to compel the audience into action.

You will work closely with colleagues across the charity to support both communications, awareness, and fundraising campaigns to reach further, build trust and belief in our supporters and grow our brand to being the go-to ovarian cancer charity for anyone committed to our cause.

We want someone who can...

- see the big picture and love it when a plan comes together, combined with a tenacious appetite for new ways to develop and deliver content that melts the hearts and minds of our supporters,
- create clever communications that empowers people at an increased risk with the knowledge to make a life changing decision,
- bang together snappy content that bounds into people's social feeds, inboxes and daily lives that grabs their attention and refuses to be ignored,
- build bold campaigns that inspires and motivates someone to do something amazing for Ovarian Cancer Action.

The role will be an exciting mix of marketing and comms, start to finish project management, and engagement with supporters, partners, media, and ambassadors (as well as the odd cup of tea, piece of cake, sharing pictures on Pets Corner and post-work drinks to celebrate birthdays and great days).

Our Communications Team is small but mighty, driven by the challenge our strategy brings, and powered by inspirational people and stories that demand action and constantly remind us of one thing - women with ovarian cancer don't just deserve better; they deserve the best.

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Benefits

- 33 days annual leave (inc. of bank holidays)
- Employer and employee contributory pension
- Flexible mix of office and remote working (can't promise tea and cake at home, but in the office...)
- Eye test and financial support with glasses if required
- Training and development opportunities – we want everyone at the charity to have a growth mindset, always striving to improve and not worried about failure. We want you to grow alongside the charity.
- 24 hour confidential and free Employee Assistance Programme to support you with both personal and work-related issues and, if required, confidential counselling sessions
- Social events for the team (to give you a flavour of this, please ask how our summer party game of petanque went)

Recruitment process

Thank you for your interest in this role (and we hope you've enjoyed our role and org profile so far).

If this sounds like the role for you, we'd love for you to apply with the following

- Tell us why you think this role is for you and what makes you stand out. Naturally we'd love to hear about your experience, your highlights, what you've learnt in your career, what you want to learn. (Ideally no more than a page)
- Your latest CV

Send your application to: jobs@ovarian.org.uk

Please check out our website www.ovarian.org.uk for more details about who we are and what we do, and you can find us on Facebook, Instagram and Twitter to see our social presence (and LinkedIn to do some digging on your potential colleagues too).

The deadline for the role **5pm 15th November**. However, we are interviewing as and when we see an amazing applicant, so if this sounds appealing, please get your application in quick. Faster progress means faster progress.

Our aim is to respond to each applicant, however, due to sheer numbers of applicants that might not be possible. If you don't hear from us within 10 working days of the deadline, unfortunately we will not be considering you for this role.

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Job Description

Position:	Communications Manager
Performance manager:	Head of Communications and Marketing
Other main working relationships:	Digital Engagement Manager, Marketing Officer, Fundraising Team, Charitable Activities Team
Date issued:	October 2022

Main purpose of the role:

To drive the strategic development of comms across the organisation through compelling content, powerful campaigns, and effective communications partnerships, that help us achieve faster progress in making ovarian cancer a survivable disease.

You will use your comms skills and experience in content creation, multichannel marketing and relationship management to support fundraising, awareness, and charitable activities.

You will crave insight and knowledge about our audiences and always look for ways to evaluate everything you do to help us both learn and grow.

Scope of the role:

- **Produce top class content** – create powerful and engaging content that compels the reader into action (sign up for an event, donate, join our mailing list, sign a petition etc.)
- **Be the driver behind hard hitting communications campaigns** – to take the lead on communications campaigns that cut through the noise to increase income, leverage partnerships and significantly raise the profile of the charity and the cause
- **Give them the VIP treatment** – take our OCA's ambassadors, celebrity supporters and patrons on fantastic journeys that build their support and grow our reach
- **Case study curation** – build and foster our library of hero stories that showcase both the reasons why we exist and the amazing things we and our supporters are able to do
- **Become the go-to marketing machine** – Work closely with colleagues across the charity to develop and deliver key marketing activities such as fundraising appeals, event promotion, in-house magazines, and impact reports.
- **Get stuck in as a team player** - Supporting the Joint Head of Communications and Marketing across a range of communications projects and activities.

Duties and key responsibilities:

Produce top class content

- Look after our news and blogs section on the website, ensuring it's relevant, attention grabbing, and insight driven
- Write blogs, stories and news items that jump off the page (or screen) and into hearts and minds of our audience and lead to action
- Develop ideas for new pieces of content that's driven by audience insight; testing and learning along the way about what works to help us make faster progress.
- Put the patient at the heart of content, ensuring their voices aren't just heard, they're responded to, earning engagement and enabling action.

Be the driver behind hard hitting communications campaigns

- Project manage insight-led campaigns to transform income, leverage partnerships and significantly raise our profile and the cause we're rallying for.

- Manage key external agency relationships, giving them inspiring briefs, holding them to task and maintaining the environment for high quality work
- Sell the campaigns internally to ensure we're reaching all our key stakeholders and build key relationships externally to help us reach new audiences through new channels.

Give them the VIP treatment

- Lead and manage our celebrity and ambassador engagement – help us nurture our existing set of ambassadors and target new recruits
- Manage relationships with existing charity ambassadors, identify ways for them to support the charity, and research and build relationships with potential new ambassadors.
- Be responsible for relationships with the media and focus on building strategic relationships with new and existing contacts
- Project manage the organisation's media relations and PR activity, as and when applicable – when we've got news, we'll need your help to make a splash

Case studies curation

- Lead on stewardship of case studies from across the organisation including interviewing and supporting contributors.
- Maintain our case study library – keeping things current, keeping our heroes engaged, monitoring story performance
- Conduct sensitive interviews with people affected by ovarian cancer, understanding the importance of confidentiality and consent to write stories that echo their authentic voice and highlight the reality of ovarian cancer in the UK.
- Take regular needs assessments – what stories don't we have and why? What do our audience need?

Become the go-to marketing machine

- Manage cross-departmental teams and external agencies to produce mega marketing materials such as our bi-annual supporter magazine, our annual report and accounts, policy reports and fundraising materials.
- Manage internal communications to show the team all the amazing activity taking place and remind staff of why we do what we do.
- Write great briefs and know how to take good briefs to make sure we're able to produce the best content for our colleagues that can meet their goals

Get stuck in as a team player

- Support the Joint Head of Communications and Marketing across a range of communications projects and activities.
- Be confident to take the lead and have your say in team meetings and other meetings, as well as proudly represent Ovarian Cancer Action at external events.
- Strive for consistency with a strong brand and tone of voice throughout all communications.
- Be committed to improving yourself and ways of working, promoting teamwork, honesty, and collaboration.
- Be data and insight-led and evaluate all activity so we can both learn and grow.
- Be yourself and be true to yourself – we all have good days and bad days, we do amazing things, we mess up. It's ok. It's all learning. We'll want to hire you for being you.

Person Specification

About the ideal person and their required experience and skills:

At Ovarian Cancer Action, we all have different backgrounds, ways of working and areas of expertise. But what we share is passion, ambition, and commitment. This means that your attitude to your work and fellow team members is just as important as your skills and abilities.

What skill and experience we're looking for

- You will have an excellent understanding of different marketing disciplines, especially content creation.
- You've got excellent relationship management and influencing skills, with the ability to build strong relationships at multiple levels.
- You will have management experience in marketing and communications (charity/health sector experience would be beneficial) or you'll be determined in your belief you'll make a great manager (and can show us).
- You're a planning wiz, able to handle multiple projects (alongside day-to-day work) and work to deadlines in a fast-paced environment.
- You're a talented writer, lean editor, meticulous proofer, with excellent attention to detail.
- You think strategically and creatively (or you're keen to grow the way you think), able to demonstrate developed ideas from theory to practice.
- You know all the Microsoft Office suite and knowledge of Adobe suite including Photoshop and InDesign (being an expert would be brilliant but don't worry if you'd describe those skills as 'pretty solid').
- You've got significant experience of developing and implementing campaigns or communications projects or you can show us how you'd do it with authenticity and courage.
- You'll have experience of branding and brand development or the desire to learn more about branding and why it's so important
- You're experienced in working across multiple channels with an array of stakeholders
- You noticed the misspelling of detail (you definitely are a meticulous proofer!)

What kind of person are we looking for?

- You relish a challenge - you're motivated by responsibility, proud to look after an area of work
- You're passionate and believe in the aims of the charity (and an interest in women's health would be even better)
- You're an analytical thinker, able to use data to inform decisions and shape work. You don't always need the answers, but you'll always want to ask questions.
- You're proud of your work ethic, being a self-starter, able to pro-actively work with your own initiative.
- You're resilient – dealing with those closely affected by ovarian cancer can be inspiring but also tough, telling their stories can be both rewarding and emotionally challenging. But we'll also be there for you.
- You're used to working at a fast pace to deliver engaging and creative communications, tailored to the right audiences.
- Your glass is half full – you're focused on solutions as opposed to problems.

- You get energised by working as part of a high-performance team, delivering creative and inspirational communications targeted to the right people in the right place at the right time.
- You're open to change, feedback, adaptable and flexible to ways of working (awesome working opportunities sometimes happen outside normal working hours)