

PR & Communications Manager



Leukaemia UK – Our Charity

We are a 'small but mighty' charity with one big ambition: to stop leukaemia devastating lives. Over the next 10 years we want to help save and improve the lives of more people with leukaemia through finding and funding life-changing research.

Despite progress in recent decades, someone in the UK is diagnosed with a blood cancer every **16 minutes** and survival rates are among some of the worst of any cancer. And the physical and psychological impact can be lifelong.

Over the next 5 years we plan to increase our investment into ground-breaking world class research and policy development focused on improving access to kinder, more effective diagnosis, treatment and care for leukaemia and other blood cancers. To do this, we are embarking on a period of significant growth, investing strategically to grow our income, profile, influence, and engagement and impact.

Following the launch of Leukaemia UK's new brand and strategy in 2022, we are seeking a passionate and creative PR & Communications Manager to help raise the profile of Leukaemia UK and communicate the need and impact of its work to key audiences.

Team

We are a close-knit team, who are all passionate about Leukaemia UK and putting those affected by the disease at the heart of everything we do. We are all focused on "keeping it real" with pragmatic, practical solutions, as well as ensuring that our charity gets the funding it needs to continue to help those diagnosed with leukaemia and other blood cancers.

From us you can expect all the laughter you can handle, as well as great challenge and support. We may not be about the corporate life here, but we are all about the delivering exceptional expertise and making a real change to people's lives.

Leukaemia UK and You

As PR & Communications Manager you will work with the Director of Communications to manage the charity's PR, brand communications and celebrity engagement, helping to drive significant growth in awareness amongst our key audiences by delivering engaging stories and content.

We are looking for a talented, results driven PR & comms expert, passionate about story-telling and capable of translating complex research and health information into stand-out proactive communications campaigns.

You will be a self-starter, who enjoys working independently and is always hungry for a story. You will be used to building strong relationships with journalists, agents and case studies, and keeping on top of the news agenda to spot and maximise opportunities for the charity to engage with it.

This role requires managing several functions and external partners, whilst also delivering the drumbeat of reactive and proactive coverage needed to build awareness of Leukaemia UK and the work we do.

This is a great new role for someone looking to have real autonomy in their work and get stuck into a range of communications disciplines, helping to drive us forward and make an impact for all those affected by leukaemia.

Skills and Experience

- ✓ Experience working in a busy press office / comms function which has raised the profile and awareness of an organisation
- ✓ Experience of communicating complex information to a range of audiences. Health and science communications experience desirable but not essential
- ✓ Experience of working with celebrities in a PR / communications context
- ✓ Experience of issues and crisis communications management
- ✓ Experience of working with case studies and the sensitivity that goes along with this
- ✓ Experience of brand management highly desirable

Role specifics

Overview

This document sets out to define the specific roles and responsibilities for the above role within Leukaemia UK. The roles and responsibilities defined within this document should be read in conjunction with the contract of employment for the person defined within this role. The particulars in this document do not affect the Terms and Conditions of Employment.

Item	Description
Department	Communications
Reports to	Director of Communications
Hours	Full-time 37 hours per week, Monday to Friday.
Salary Range	£ 35,000 - £45,000 dependent on experience
Core Job Description	<p>This is a broad role, responsible for managing and delivering the PR, content development and communications, brand management and celebrity functions. Working with the rest of the team to deliver accurate and engaging content which spans the charity's work – from fundraising products, such as Who's Cooking Dinner, to communications about leukaemia, blood cancer and our medical research, policy and care work.</p> <ul style="list-style-type: none"> • Create and deliver a proactive media strategy that raises the profile of Leukaemia UK and our work, and increases awareness of leukaemia and its impact • Lead the charity's press office function, responding to relevant news and building relationships with key journalists • Manage and develop relationships with Patrons, celebrities and influencers affected by leukaemia and blood cancer, who are keen to use their voices to amplify our engagement and impact. • Develop creative and engaging ways to communicate Leukaemia UK's research programme and the world-class blood cancer research that it funds • Work closely with the Fundraising Team to provide proactive and responsive support for fundraising campaigns and approaches. • Manage the charity's brand, ensuring all communications are developed following the brand guidelines. • Work with colleagues across the organisation to produce the charity's

annual report and impact report, and use it to communicate key successes of the year with our audiences

- Lead the development and management of marketing and communications plans for key moments in the year including, Blood Cancer Awareness Month and World Leukaemia Day in September.

Specific Responsibilities

PR & Celebrity

- Create and deliver a proactive media strategy that raises the profile of leukaemia and blood cancer and its impact and what Leukaemia UK is doing to tackle it.
- Establish and manage a 24/7 press office function, which is a first port of call for journalists interested in leukaemia and blood cancer and its impact on people up and down the UK.
- Build relationships with the UK media - national, regional, consumer and trade media across science, health, and consumer journalists - to enable us to reach our audiences with our messages.
- Lead the management of case studies to communicate the stories of those affected by leukaemia and blood cancer.
- Manage and develop relationships with Patrons, celebrities and influencers affected by leukaemia and blood cancer, who are keen to use their voices to amplify our engagement and impact.
- Draft powerful and compelling media materials, including press releases, statements, responses, opinion pieces and articles. This includes working with the Research Communications Manager to deliver research-based communications that can engage wider audiences.
- Create and deliver proactive media plans for key campaigns such as Spot Leukaemia and Blood Cancer Awareness Month
- Manage issues and crisis communications – plans, messaging, FAQs, media training.
- Support key spokespeople including the Chief Executive and Leadership Team with media briefings and key messaging.
- Work closely with the Research Communications Manager and policy and advocacy team, as well as partner organisations, to represent the charity and deliver coalition communications work.
- Working closely with the Fundraising Team to provide proactive and responsive support for fundraising campaigns and approaches to major donors, Trusts and corporates.

PR & Communications Manager



- Manage the charity's brand, ensuring all communications are developed following the brand guidelines.
- Develop and evolve brand guidance and assets for teams, partners, grant holders and supporters to make the charity as accessible and engaging as possible.
- Lead the development and management of marketing and communications plans for key moments in the year, including Blood Cancer Awareness Month and World Leukaemia Day in September

General Responsibilities

- Manage a media officer (employed on either a freelance or permanent basis)
- Focus on professional development by attending training to develop relevant knowledge and skills.
- Actively promote the core values of Leukaemia UK whilst working towards achieving the strategic objectives of the charity.
- Represent Leukaemia UK in relevant charity sector initiatives and ensure that the charity continues to learn from and share information with internal and external stakeholders as appropriate.
- Promote equality of opportunity, diversity, and inclusiveness to ensure that the delivery of people management, policies, and systems through all aspects of the charity are fair, transparent and consistent, without prejudice or discrimination to any internal and external stakeholder.
- Carry out any other tasks deemed appropriate by Leukaemia UK