

## Job Description

### Our charity

We're Breast Cancer Now, the charity that's steered by world-class research and powered by life-changing care. We're here for anyone affected by breast cancer, the whole way through, providing support for today and hope for the future.

If we all act now, by 2050, we believe everyone who develops breast cancer will live and have access to the care to live well.

<b>Job title</b>	Senior Press and PR Officer (Research and Health)
<b>Directorate</b>	Fundraising, Communications and Engagement
<b>Team</b>	Press, PR and Celebrity
<b>Job title of reporting manager</b>	Senior Press and PR Manager (Research and Health)
<b>Job title(s) of direct reports</b>	N/A
<b>Document created (Month and Year)</b>	December 2022

### Job purpose

To raise the profile of Breast Cancer Now's world-class scientific research through PR and media relations at a time when the need for our impact has never been greater.

To work with the Senior Press and PR Manager (Research and Health) to develop and land creative and inspiring media coverage that reaches key stakeholders including those affected by breast cancer, healthcare professionals, potential funders, key decision-makers and the general public, to inspire their engagement and support (including financial) for Breast Cancer Now.

### Key tasks and duties

- To lead on developing, delivering and evaluating proactive and integrated media and PR plans to raise awareness of Breast Cancer Now's world-class research activity. Deliver regional, national and trade coverage to engage journalists, supporters, donors and the public, with our funded research.
- To lead on identifying reactive media opportunities and drafting compelling responses that achieve cut-through, positioning the charity as expert commentators on research and profiling its own research activity.

- To build trusted and influential working relationships with colleagues across the Research, Support and Influencing Directorate, and the wider organisation, to develop and drive new, engaging, and inspiring content that drives support and engagement for our research activity.
- To write accurate, impactful and newsworthy content including press releases, statements, letters to editors, blogs, and case study stories, to raise awareness of our world-class research.
- To set up media interviews and support spokespeople, including preparing and delivering written and verbal briefings to ensure 'on message' and impactful interviews.
- To build and nurture strong relationships with national press and broadcast science and health journalists, editors and producers, as well as trade media, to grow understanding and support for Breast Cancer Now and its work, ensuring it is the 'go to' press office on breast cancer issues.
- To build and maintain relationships with funded scientists and partner institutions to keep abreast of our research portfolio and leverage new opportunities to promote the impact of their work.
- Working with the Case Studies Lead to source, pitch and place case study stories in the media to demonstrate the need for and impact of our work, to increase engagement and income.
- Working with the Celebrity and Influencer Relationships Manager, create opportunities to engage talent with our world-class research.
- To develop and manage a bank of position statements, messaging and assets for our breast cancer research activity to ensure we can respond quickly and accurately to relevant media opportunities.
- Work closely with colleagues across the Fundraising, Communications and Engagement Directorate (especially digital and social media teams) to ensure all PR content is integrated across channels.
- To ensure the charity's voice, tone and key messages are applied consistently across content and align with our ambition to be the 'go to' organisation for comment and opinion.
- Participate in the day-to-day management of the 24/7 press office function (including evenings and weekends as part of an on-call rota, and on other occasions if required), to ensure the charity is the first port of call for, and provides at pace, comment and information on breaking breast cancer news.
- To support the monitoring, reporting and evaluation of all PR activity and campaigns, including issuing the daily media coverage report sent to all staff.
- To help to run PR events, launches, press conferences, photoshoots, seminars and conferences where required.
- To support the Senior Press and PR Manager (Research and Health) and Associate Director of Press, PR and Celebrity with issues management and crisis communications.
- To adhere to Breast Cancer Now's Health, Safety and Wellbeing Policy and Procedure and all other HR-related policies and procedures.
- To undertake any other duties that are within the scope and remit of the role and as agreed with your manager.

## Person Specification

### Qualifications and Experience

It is **essential** for you to have the following qualifications and experience:

	Method of Assessment	
	Shortlist	Interview
<ul style="list-style-type: none"> <li>Demonstrable experience of working in a busy and fast-paced press office or news environment, in science communications and/or PR/media relations.</li> </ul>	<b>X</b>	<b>X</b>
<ul style="list-style-type: none"> <li>An excellent understanding of media relations across national, broadcast, regional, trade and consumer media, and with a proven track record of securing coverage in a crowded market.</li> </ul>	<b>X</b>	<b>X</b>
<ul style="list-style-type: none"> <li>Demonstrable experience in seizing reactive PR opportunities to build profile and share of voice.</li> </ul>	<b>X</b>	<b>X</b>
<ul style="list-style-type: none"> <li>Demonstrable experience of creating stories from scratch that build profile across target media.</li> </ul>	<b>X</b>	<b>X</b>
<ul style="list-style-type: none"> <li>An excellent track record of building long-term relationships with journalists, and strong existing contacts at relevant media outlets.</li> </ul>	<b>X</b>	<b>X</b>
<ul style="list-style-type: none"> <li>Experience of working with and advising across teams, departments, and senior management, to create PR opportunities, build understanding and mitigate reputational risks.</li> </ul>	<b>X</b>	<b>X</b>
<ul style="list-style-type: none"> <li>Experience of navigating sign-off processes quickly and diplomatically to meet media deadlines.</li> </ul>	<b>X</b>	<b>X</b>

## Skills and Attributes

It is **essential** for you to have the following skills and attributes:

	Method of Assessment	
	Shortlist	Interview
<ul style="list-style-type: none"> <li>Excellent written and verbal communication skills, in developing accurate, credible and impactful communications.</li> </ul>	X	X
<ul style="list-style-type: none"> <li>Proven ability to quickly grasp complex information and distil into lay-friendly news content.</li> </ul>		X
<ul style="list-style-type: none"> <li>A strong news sense with a demonstrable ability to identify and develop health and research stories to respond to external opportunities that further build profile.</li> </ul>	X	X
<ul style="list-style-type: none"> <li>A proactive self-starter as well as being a collaborative and enthusiastic team player.</li> </ul>	X	X
<ul style="list-style-type: none"> <li>Excellent proofing and editing skills to tight deadlines.</li> </ul>		X
<ul style="list-style-type: none"> <li>The ability to juggle multiple workloads and priorities and to remain calm under pressure.</li> </ul>	X	X
<ul style="list-style-type: none"> <li>The ability to think strategically, with strong planning and organisational skills.</li> </ul>	X	X
<ul style="list-style-type: none"> <li>Excellent interpersonal, networking and relationship building skills with contacts internally and externally at all levels.</li> </ul>	X	X
<ul style="list-style-type: none"> <li>Strong negotiation and influencing skills across different stakeholders (internal &amp; external).</li> </ul>	X	X
<ul style="list-style-type: none"> <li>An appreciation of the issues facing people affected by breast cancer, and the needs of journalists.</li> </ul>		X
<ul style="list-style-type: none"> <li>A flexible approach with a willingness to work outside of core hours and away from home when required.</li> </ul>		X
<ul style="list-style-type: none"> <li>A passion for impactful communications and a commitment to Breast Cancer Now's strategic priorities.</li> </ul>		X

## Knowledge

It is **essential** for you to have the following level of knowledge:

	Method of Assessment	
	Shortlist	Interview
<ul style="list-style-type: none"><li>• A good understanding of the wider external research, cancer, health, and NHS environments.</li></ul>		X
<ul style="list-style-type: none"><li>• A thorough understanding of, and passion for, traditional and social media and their integration.</li></ul>		X

## Role Information

### Key internal working relationships

You will work closely with the following:

- Press, PR and Celebrity team.
- Research team.
- Policy, Evidence and Influencing team.
- Clinical team.
- Brand, Marketing and Communications team (including Research Communications Team).
- Digital and Strategic Insight team.
- CEO Office.

### Key external working relationships

You will work closely with the following:

- Journalists.
- Scientists.
- Breast cancer patients and supporters.
- External press offices, including of our research institution partners.
- Healthcare professionals, policy makers, agencies, other charities and best practice organisations.

## **Overview of directorate**

The Fundraising, Communications & Engagement Directorate has overall responsibility for communicating, engaging, and fundraising to key audiences across a range of channels. The Directorate leads on communicating the charity's work and impact to all those affected by the disease, their friends and family, and to stakeholders who are key to delivering impact. It provides high-quality, engaging information and communications about breast cancer and ways to engage with Breast Cancer Now.

The team leverages the strength of its bold brand, reputation, and cause to create compelling ways by which people can engage with and financially support Breast Cancer Now's work. The Directorate is led by patient voices from all parts of the population and champions their views and needs across a range of communications and platforms. It uses digital channels innovatively and effectively to drive effective service delivery, deliver information, and drive engagement and fundraising with supporters and partners.

The Directorate is responsible for delivering c.£20 million net income for the charity to continue its critical work to provide support for today and hope for tomorrow through a wide range of fundraising activities.

The Directorate works collaboratively with the public, patients, supporters, partners, influencers, celebrities, scientists and healthcare professionals to develop communications, information and fundraising that builds awareness, trust, loyalty, passion, affinity, and influence.

The Directorate is responsible for the following key areas:

- Brand, Marketing & Communications
- Digital & Strategic Insight
- Press, PR & Celebrity
- Individual Giving & Supporter Operations
- Community & Events
- Corporate Partnerships
- Philanthropy & Special Events

All members of the Directorate work closely with the Services, Clinical, Research & Policy teams to understand the crucial work Breast Cancer Now does and to promote and amplify it widely, to drive more support and engagement for its continuation across key stakeholders.

## General information

<b>Role location and our hybrid working practice</b>	<p>This role is based in our London office. However, in line with our hybrid working practice, full-time staff members may choose to work up to three days per week from home. The other days will be primarily based in:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY</p>
<b>Induction</b>	<p>It is important all new staff members have a positive and consistent induction experience with Breast Cancer Now. Therefore, both new staff members and their manager will be asked to consider coming into the office more frequently during their initial period of employment. Days to be agreed with their manager. This will enable both parties to get to know each other and become part of their team and get to know their colleagues quicker. This will also allow their induction process to be meaningful and comprehensive, allowing for support to be provided more readily. Thereafter, the staff member will be able to follow the hybrid working practice as described above.</p>
<b>Hours of work</b>	<p>35 per week, Monday to Friday</p> <p>(Please contact <a href="mailto:recruitment@breastcancernow.org">recruitment@breastcancernow.org</a> to discuss alternative flexible working arrangements)</p>
<b>Contract</b>	<p>6 months fixed-term contract</p>
<b>Medical research</b>	<p>We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when there are no alternatives.</p>
<b>Conflict of interests</b>	<p>You will be obliged to devote your full attention and ability to your paid duties. You should not engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.</p>
<b>Immigration, Asylum and Nationality Act 2006</b>	<p>You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>

## How to apply - Guidance

We hope you choose to apply for this role. In support of your application, you will be asked to submit your **anonymised** CV which means removing all sensitive personal information such as and for example, your name, address, gender, religion and sexual orientation and a supporting statement. When doing so please ensure you refer to the essential criteria on the person specification and clearly provide as much information as possible with examples to demonstrate how and where you meet the criteria.