

## 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>	Campaigns and Engagement Officer
<b>Directorate</b>	Research, Support and Influencing
<b>Team</b>	Policy, Evidence and Influencing
<b>Job title of reporting manager</b>	Senior Campaigns Lead
<b>Job title(s) of direct reports</b>	None
<b>Document created (Month and Year)</b>	July 2021

### Overview of directorate

The Research, Support and Influencing Directorate is responsible for delivering Breast Cancer Now's strategy, through our world-class research, our award-winning services and our successful campaigning. It brings together our research portfolio, our support services (including our helpline), our team of nurses, our public health and wellbeing team, and our work on policy and influencing. The Directorate has a central role in making sure we achieve our vision, that by 2050, all those who develop breast cancer will live, and live well and this cannot be achieved without the support and guidance of our partners, our supporters and those affected by breast cancer. Thanks to the work of the Directorate, we will provide support for those affected by breast cancer today and hope for the future.

### Job purpose

- To support our national campaigning and engagement work, working with the Senior Campaigns Lead and Senior Public Affairs Officer, as well as teams across the charity, to influence the national agenda.
- To coordinate and deliver supporter communications, working with the Senior Campaigns Lead, as well as teams across the charity, to ensure our campaigners are inspired to take action and are informed of the team's wider work and our influencing successes.

- To lead on the Policy, Evidence and Influencing team's engagement with campaigners, patients, and supporters, working with colleagues across the team and the wider charity, to ensure our work is informed by their experiences and has their voice at its heart.
- To support Breast Cancer Now's public affairs work, when required, for example in the planning and organising of Parliamentary events.
- To support Breast Cancer Now's policy work, when required, for example through conducting Freedom of Information requests or sourcing patients to support drug appraisals.

### **Key tasks and duties**

- To work with the Campaigns and Public Affairs Manager and Senior Campaigns Lead to support the development, implementation and evaluation of impactful influencing and campaigning strategies to support the charity's policy calls.
- To coordinate and deliver our external campaigner and supporter communications, including scheduling and drafting campaigner emails, devising and drafting engaging social media copy and content and scheduling and drafting blogs.
- To manage our campaigners Facebook group – including by posting regular and engaging content, responding to, and where necessary, moderating comments and approving new membership requests.
- To manage the involvement of campaigners, supporters, and patients in the Policy, Evidence and Influencing team's work, including identifying suitable individuals or groups to engage with, coordinating communications with them and managing relationships with individuals supporting our work.
- To ensure the wider activity of the Policy, Evidence and Influencing team is communicated with our supporters directly and in partnership with other departments, including through blogs and social posts.
- To manage the Campaigner Inbox, ensuring emails are responded to in a timely and appropriate manner.
- To coordinate and support the delivery of specific, strategic tasks and projects within the team.
- To maintain in-depth, up-to-date knowledge of current key issues and policies relevant to breast cancer, and an understanding of the external environment in which the charity is aiming to influence.
- To support and undertake engagement with decision-makers, supporters and people directly affected by breast cancer, their families, health professionals and other relevant stakeholders, to inform our campaigns, policy, and public affairs work.
- To work across the charity, linking in with other departments, to build a community of campaigners able to take action, to support the delivery of policy objectives.
- To monitor and track engagement in campaigning activity, and changes in policy relating to campaigns, ensuring materials are kept up to date and reporting on campaigns' performance.

**Working across the organisation**

- To work closely and collaboratively with other teams and departments to ensure that the work of the team supports, and is integrated across, the organisation and that policy and campaigns information is communicated internally and through external communications as appropriate.
- To ensure that the charity's website contains relevant and up to date information about the charity's campaigns and engagement work and draft articles and updates about key activities for the charity's publications.
- To adhere to Breast Cancer Now's Health, Safety and Wellbeing Policy and Procedure.
- 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:

- An undergraduate degree or equivalent experience
- Of using Microsoft Office applications including Word, Excel and PowerPoint and the internet proficiently
- Of working in a previous campaigning or communications role
- Of writing campaigning, publicity or training materials (this could be briefings, leaflets, campaigner guides, blogs etc.)

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

- Of campaigning on issues relating to health or other relevant issues
- Of working with supporters/advocates, including interacting sensitively with people who are living with/have lived through distressing personal experiences
- Of using Impact Stack, Engaging Networks or a similar online campaign platform
- Of organising events and keeping administrative records
- Of project management

### Skills and Attributes

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

- Excellent communication skills (verbal and written) including the ability to translate complex information into accessible language suitable for non-expert audiences e.g. politicians, policy makers, the public and people affected by breast cancer
- Good team working skills, communicating and collaborating with a wide variety of people
- Excellent interpersonal skills and an ability to deal sensitively with patients and the public
- Ability to organise your work effectively, setting objectives and prioritising your workload in a busy environment, working under pressure and at times to tight deadlines while delivering on long-term objectives
- Exceptional attention to detail, with an ability to maintain accurate records and follow and maintain project plans

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

- Project management skills
- Ability to build knowledge of the NHS and health structures across the four nations of the UK
- Ability to work within the Charity Commission Guidance on campaigning and the Lobbying Act

## Knowledge

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

- Of key policy areas, relevant to the charity e.g. health, public health prevention or medical research policy
- An understanding of the current political landscape and knowledge and understanding of UK parliamentary process and legislative systems

## Role Information

### Key internal working relationships

You will work closely with the following:

- All members of the Policy, Evidence and Influencing team
- PR team
- Digital team
- Database team
- Patient Experience team
- Volunteering team
- Wear it Pink team

### Key external working relationships

You will work closely with the following:

- Women and men affected by or at risk of breast cancer
- Politicians, policy-makers, government officials, healthcare professionals, scientists and experts in a wide variety of external organisations
- A range of health bodies across the four nations of the UK
- Numerous other charitable organisations and patient groups
- Relevant professional networks and membership bodies, for example AMRC

### General information

<b>Location of role</b>	Please note that currently Breast Cancer Now is following Government guidelines regarding working from home. Although the role is based in London the expectation is that once restrictions are eased we will follow a blended approach between office and home working. The address of the London office is Ibex House, 42-47 Minories, London EC3N 1DY
<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	Permanent
<b>Medical research</b>	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.
<b>Conflict of interests</b>	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.
<b>Immigration, Asylum and Nationality Act 2006</b>	You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.