

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 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.

Job title	Press & PR Manager (Services & Influencing) (Maternity Cover)
Directorate	Fundraising, Communications & Engagement
Team	Press, PR & Celebrity
Job title of reporting manager	Associate Director of Press, PR & Celebrity
Job title(s) of direct reports	Senior Press & PR Officer (Services & Influencing)
Document created (Month and Year)	October 2021

Overview of directorate

The Fundraising, Communications and 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. 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£20M 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,

healthcare professionals and journalists to develop communications, information and fundraising that builds awareness, trust, loyalty, passion, affinity, and influence.

The Directorate is responsible for the following key areas:

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

All members of the Directorate work closely with the Research, Services and Influencing Directorate 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.

Job purpose

The Press & PR Manager (Services & Influencing) will lead all media activity around Breast Cancer Now's policy and campaigns, public health activity and support services.

You will develop and drive delivery of a PR plan that generates impactful PR coverage and builds profile, positioning the charity as the 'go to' breast cancer organisation and increasing engagement and influence among target audiences. This includes sharing our vital health information, such as around breast health awareness with the public, championing the needs of people affected by breast cancer and engaging policy decision-makers and the NHS with our influencing calls to action, and making sure anyone affected by breast cancer, their friends, family, and healthcare professionals know we are there for them in every way we can be through our support services.

Success in this role requires an instinct for a news headline, an ability to grasp complex information and strong negotiation skills. You'll juggle multiple priorities simultaneously, and work at pace without compromising quality of output, working both collaboratively as part of a team and independently.

Key tasks and duties

- Drive and support the organisation – particularly the charitable lead teams - to proactively create and identify media and PR opportunities to champion the needs of people with breast cancer and drive fearless conversations among key stakeholders.
- Lead the development and delivery of an annual Services & Influencing PR plan that raises profile and increases engagement with the charity's policy and campaigns, public health and support services work.
- Initiate and write compelling content including (e.g. press releases, statements, pitches) to engage target audiences with Breast Cancer Now across media outlets.
- Contribute to management of 24/7 Press Office function, leading on services and influencing activity to ensure the charity is the first port of call for breast cancer news, and work with the other PR Managers to organise the out-of-hours on-call rota.

- Manage, motivate and develop a high-performing Services & Influencing PR team to work creatively and strategically to best drive awareness and engagement with this work.
- Collaborate with teams across the Directorate to deliver strategically aligned and integrated communications, and drive new, engaging, and inspiring digital content to increase the charity's profile, using case studies and stories to bring our work to life for key audiences.
- Drive the use and performance of media monitoring tools, using them to shape and define KPIs to measure and enhance performance.
- Develop and nurture a network of strong, trusted relationships with national journalists, editors and producers, making the charity the 'go-to' press office on breast cancer.
- Brief key journalist contacts confidentially on complex stories and issues to leverage opportunities to maximise impactful profile for the charity.
- Build relationships with communications counterparts at key stakeholder organisations (e.g. NHS, NICE, SMC, other health charities).
- Support the management of crisis plans and activities as required.
- Working collaboratively with the AD of Press, PR & Celebrity, devise and deliver media training for staff at all levels, provide spokespeople briefings and ongoing counsel for staff including senior management and CEO.
- Help maintain relationships with key suppliers and ensure contracts are up to date, and manage annual PR budgets relevant to services and influencing activity.
- Any other duties 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:

- Demonstrable experience of working in health communications, and PR/media relations environments.
- Demonstrable experience of developing, implementing, and evaluating high-profile media relations plans to promote services and influencing activity.
- A track record of success in delivering consistent national and regional media coverage to grow brand awareness, trust and support in a crowded market.
- Demonstrable experience of building long-term relationships with national health, policy, news and trade journalists, with strong existing contacts at relevant media outlets.

- Significant experience in identifying and leveraging reactive PR opportunities with accurate and impactful media statements to achieve profile and secure share of voice.
- Experience of developing a sound understanding of complex health and policy subjects and extracting and developing appropriate information at pace for media consumption.
- A good understanding of and interest in the policy agenda, preferably in health and ideally in cancer.
- Experience of working across teams, departments and senior management, to advise and create PR opportunities, build understanding, and mitigate reputational risks.
- Experience of issue management and crisis communications.

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

- Line management experience.

Knowledge, Skills and Attributes

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

- Exceptional written and verbal communication skills, developing accurate, credible and impactful communications.
- Strong negotiation skills and the ability to build trusted and influential working relationships.
- Proven ability to quickly grasp complex new information and to distil into lay-friendly communications to create newsworthy stories.
- A strong and honed news sense, with demonstrable ability to identify and develop strong health news stories to deliver national media coverage.
- Excellent proofing and editing skills to tight deadlines.
- Excellent interpersonal, networking and relationship building skills, with contacts internally and externally and at a senior level.
- A proactive self-starter, as well as a collaborative, and enthusiastic team player who can think creatively.
- The ability to build strong networks of peers across the media industry to identify and develop new collaborations to bring opportunities to the charity.
- Passion for PR, media, marketing and communications, and a commitment to Breast Cancer Now's strategic priorities.
- The ability to be flexible, diplomatic and assertive with good negotiating skills.
- Proven understanding and effective use of interrelationship between traditional and social media.

- Excellent planning and organisational skills, with the ability to prioritise multiple and complex projects and handle conflicting demands and tight deadlines and to be decisive, stay calm and work effectively under pressure.
- An appreciation of issues facing people affected by breast cancer, and the needs of journalists.
- Proven ability to apply discretion in the handling of sensitive material and confidential information.
- An understanding of the implications of equal opportunities for the role of communications professionals.
- A flexible approach with a willingness to work outside of core hours/away from home as required.

Role Information

Key internal working relationships

You will work closely with the following:

- Colleagues in the Fundraising, Communications & Engagement Directorate, including: Brand, Marketing and Communications Team and Digital and Strategic Insight Team
- Services Team
- Public Health & Wellbeing Team
- Policy, Evidence and Influencing Team
- Nursing Team
- Chief Executive Office

Key external working relationships

You will work closely with the following:

- Journalists
- NHS, NICE, SMC, press offices
- Cancer Alliance press offices
- Other charity press offices
- Suppliers

General information

Location of role	<p>Although the role is based in our London office, Breast Cancer Now will be following a blended approach between office and home working with a minimum of two days per week in the office for full-time staff members.</p> <p>The address of the office is: Ibex House, 42-47 Minories, London EC3N 1DY</p>
Hours of work	<p>35 per week, Monday to Friday (Out of hours press office rota)</p>
Contract type	<p>12 Month Fixed Term Contract (Maternity Cover)</p>
Medical research	<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>
Conflict of interests	<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>
Immigration, Asylum and Nationality Act 2006	<p>You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>