

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.

Job title	Senior Press & PR Officer (Services & Influencing)
Directorate	Fundraising, Communications and Engagement
Team	Press, PR & Celebrity
Job title of reporting manager	Press & PR Manager (Services & Influencing)
Job title(s) of direct reports	N/A
Document created (Month and Year)	November 2021

Overview of directorate

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

With the launch of Breast Cancer Now's ambitious new strategy, 'Turning The Tide', and the disruption caused by the COVID-19 pandemic to breast cancer services and need to prioritise recovery, this is a pivotal time for the Directorate to be working to deliver the charity's ambition to accelerate progress towards, fewer breast cancer cases, fewer deaths and a better quality of life for everyone affected by breast cancer.

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. The Directorate 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 £12.7M 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 Research, Support 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 purpose of this role is to build profile for Breast Cancer Now's policy and influencing activity, public health work and support services for anyone affected by breast cancer at a critical time when the need for our work has never been greater due to the COVID-19 pandemic.

With the charity's renewed focus and ambition set out in the 'Turning The Tide' strategy, central to the role will be delivering compelling and powerful PR to significantly increase our reach and engagement amongst a range of audiences. This focus will mean engaging key stakeholders with our policy and influencing calls to action, supporting more people to be breast aware, and raising the profile of our support services among people with breast cancer, their friends and family, and healthcare professionals, so that everyone gets the help they need whenever and however they need it.

Key tasks and duties

- To lead on developing, delivering and evaluating proactive and integrated media and PR plans to engage key stakeholders with the charity's policy and influencing campaigns, public health activity, and its support services for anyone affected by breast cancer.
- To lead on identifying and drafting responses to seize reactive media opportunities, liaising with colleagues (across policy, clinical and public health, and services teams) to deliver accurate, impactful messaging, and at pace to meet tight journalist deadlines.
- To write impactful and newsworthy content including press releases, statements, letters to editors, blogs, and case study stories, ensuring appropriate internal sign off and issuing to relevant media outlets to promote Breast Cancer Now's insights and expertise to key audiences.

- To lead on organising events that support policy, influencing and services PR activity such as press conferences, photocalls, and parliamentary events.
- To proactively identify opportunities to raise the profile of services and healthcare professional training in trade media and to work with colleagues in the policy, influencing and services teams to assess their value.
- Develop and nurture a network of strong, trusted working relationships with key journalists across national and regional UK media to grow understanding and support for Breast Cancer Now, ensuring it is the 'go-to' press office on breast cancer issues, and manage any media attending Breast Cancer Now events.
- Working with the Case Studies Lead, source, pitch and place case study stories in the media to demonstrate the need for and impact of our work, promoting our services, policy and influencing activity. And to support the development of case studies who advocate for Breast Cancer Now influencing, campaign and services.
- Responsible for setting up media interviews and supporting spokespeople, including preparing and delivering written and verbal briefings to ensure 'on message' and impactful interviews.
- Working closely with colleagues across the Fundraising, Communications & 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 a bold voice in breast cancer and the 'go to' organisation for comment and opinion.
- Participate in the press office out-of-hours on-call rota to respond quickly and effectively to media enquiries across all areas of the charity's work.
- To support the monitoring, reporting and evaluation of all PR activity and campaigns, including issuing the daily media coverage report sent to all staff.
- 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:

- Relevant experience in a busy and fast-paced press office or news environment, working effectively both as part of a team and independently.
- An excellent understanding of media relations across national, broadcast, regional and consumer media, and with a proven track record of media successes.

- A strong understanding of the external policy and influencing environment across the UK, preferably in health and ideally in cancer, and experience in responding to this to leverage media profile.
- A strong understanding of the external health environment, including of how the NHS works.
- An excellent track record of building and maintaining trusted and influential relationships with health and trade journalists, with strong existing contacts at relevant media outlets.
- Experience of developing, implementing and evaluating media relations strategies and plans, with a proven track record of success.
- Experience of liaising with colleagues across different teams on complex issues to identify lines that accurately reflect the charity's policy and influencing calls while also being newsworthy to maximise media profile secured.
- Experience of working with 'case studies' for media activity, approaching this work sensitively.
- Experience of navigating sign-off processes quickly and diplomatically to meet journalists' tight deadlines.

Knowledge, Skills and Attributes

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

- Excellent written and verbal communication skills, including creating a range of targeted press materials.
- A strong and honed news sense, with demonstrable ability to identify opportunities to respond to external opportunities to further build profile.
- The ability to quickly grasp and distil complex topics into clear and newsworthy lines, working closely with colleagues to develop agreed messaging and create newsworthy stories.
- A proactive self-starter as well as being a collaborative and enthusiastic team player.
- The ability to remain calm and work effectively under pressure.
- Excellent planning and organisational skills, with ability to meet tight deadlines and manage multiple and complex projects.
- The ability to be assertive and negotiate, as well as being diplomatic, to seize opportunities that deliver on our ambition to become the 'go to' organisation for breast cancer.
- Passion for PR, media, marketing and communications, and a commitment to Breast Cancer Now's strategic priorities.

Role Information

Key internal working relationships

You will work closely with the following:

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

Key external working relationships

You will work closely with external stakeholders including:

- National and regional journalists
- People affected by breast cancer
- Stakeholder press offices (e.g. NHS, The National Institute of Health and Care Excellence (NICE) and Scottish Medicines Consortium (SMC); and coalition health campaigns, e.g. 'We Are Undefeatable' and 'Movement For Health'.

General information

Location of role	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. The address of the office is: Ibex House, 42-47 Minories, London EC3N 1DY
Hours of work	35 per week, Monday to Friday Out of hours press office rota
Contract type	12 months fixed-term contract
Medical research	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.
Conflict of interest	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.
Immigration, Asylum and Nationality Act 2006	You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.