

## 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>	Copywriter
<b>Directorate</b>	Fundraising, Communications and Engagement
<b>Team</b>	Brand, Marketing & Communications
<b>Job title of reporting manager</b>	Copy Manager
<b>Job title(s) of direct reports</b>	None
<b>Document created (Month and Year)</b>	July 2022

### Overview of directorate

The Fundraising, Communications & Engagement Directorate at Breast Cancer Now 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.

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 £42M gross 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, celebrity 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 & 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 Copywriter will support the development of internal and external communications and key messages at a key time for our charity, as we drive forward our ambitious strategy to 2025. This includes communications to our service users - people affected by breast cancer.

As part of the busy and dynamic Brand, Marketing and Communications team, you'll respond to briefs from across the charity, supporting colleagues to apply the brand to their work. You'll make sure our communications are engaging, accurate and reflect our tone of voice and house style. Supporting the Copy Manager and alongside another Copywriter, you'll champion our editorial processes to help deliver the best possible service to the teams we work with.

You'll use your skills and experience to adapt messages for different audiences to make sure our service users and supporters are always at the heart of our communications. And you'll work with relevant teams to showcase the impact of our work through creative, fresh copy.

### **Key tasks and duties**

#### **Supporting the copy studio**

- Play a key role in the Brand and Communication team's copy studio (excluding Health Content and Research Communications), providing copy, editing and proofing services including:
  - Developing engaging and compelling communications to inspire the charity's supporters and support our service users
  - Supporting our colleagues working across the UK in using our brand and making sure that their copy is always up to scratch
  - Making sure that the diverse voices and experiences of people affected by breast cancer are represented accurately and used effectively in communications
  - Working closely with support, influencing and fundraising teams to develop key messaging and communications for activities such as digital marketing campaigns, email journeys, print marketing, internal communications, and more

- Working closely with the Marketing team to develop communications that engage our key audiences, such as monthly impact emails and copy for health marketing, support services and brand campaigns
- Advising on copy and messaging for stewardship communications (such as thank you letters and welcome emails), ensuring our supporters and service users always get the best experience
- Supporting the delivery of key corporate communications, including the Annual Report and Accounts
- Work closely with the Copy Manager, Copywriter, Graphic Designers and Multimedia Producers to support the development and creation of campaigning, support services and fundraising content and creative concepts
- Work on briefs from across the organisation, challenging them where necessary, for the full life cycle of written projects – from first draft to final proof-read
- Attend creative idea sessions and sit on project working groups as a copy and messaging expert, where necessary

### **Brand development and management**

- Support the development and implementation of our key messages and house style, making sure they're shared with colleagues
- Help deliver copy training and workshops, and champion our editorial processes with teams across the charity.
- Act as a brand guardian, providing expert guidance and upholding excellent copy standards across all work to make sure our key messages are followed and we're telling our story in the most effective ways possible

### **General responsibilities**

- 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:

- Demonstrable experience of producing inspiring copy and key messaging for a range of audiences and channels
- Hands-on experience writing engaging digital communications, particularly emails and website content
- Hands-on experience of copy editing and providing constructive feedback to colleagues

- Proven experience of managing projects from brief to finished product, with the ability to prioritise tasks, manage your own time and work on multiple briefs at once.
- Experience of writing within an organisation's tone of voice and house style, and helping embed these guidelines with colleagues

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

- Experience working with other copywriters, designers and other creatives
- Experience of working within the charity sector

### **Skills and Attributes**

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

- Ability to write, edit and proofread a wide range of different communications, covering print and digital channels
- Recent examples of copy you've created
- Strong people skills to build effective working relationships at all levels and across departments
- Excellent verbal communication and influencing skills
- Proactive and positive approach that encourages feedback and uses insight (including analytics) to make continual improvements
- Work at pace as part of a creative, solutions-focused team, taking a positive approach to new challenges

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

- A collaborative, can-do attitude
- The resilience to enjoy working on multiple projects, which may have conflicting deadlines
- A mature, compassionate approach to telling real-life stories and dealing with difficult subject matter.

### **Knowledge**

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

- How to take a storytelling approach to communication and content production
- How to challenge accepted thinking and pitch new ideas with confidence

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

- Experience and knowledge of health and science issues

## Role Information

### Key internal working relationships

You will work closely with the following:

- Marketing; Design; Multimedia; Policy, Evidence and Influencing; PR; Digital; Clinical; Services; Fundraising; Health Content; Research Communications; People and Organisational Development; CEO's Office; Strategy, Integration and Performance; and National and Regional offices – Glasgow, Cardiff and Sheffield.

### General information

<b>Location of role</b>	This role is based in our in 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:  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.