

Public health, inclusion and awareness manager

Directorate

Research, support and influencing

Team

Public health, inclusion and awareness

Reporting manager

Associate director, public health, inclusion and awareness

Direct reports

Public health team assistant

Our charity

We're Breast Cancer Now, the research and support charity. We're the place to turn to for anything and everything to do with breast cancer. However you're experiencing breast cancer, we're here.

The brightest minds in breast cancer research are here. Making life-saving research happen in labs across the UK and Ireland. Support services, trustworthy breast cancer information and specialist nurses are here. Ready to support you, whenever you need it. Dedicated campaigners are here. Fighting for the best possible treatment, services and care, for anyone affected by breast cancer.

Why? Because we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well. But to create that future, we need to act now.

Overview of the directorate

The research, support and influencing directorate is responsible for delivering Breast Cancer Now's work, through our 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 health and patient information, our public health, inclusion and awareness 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 manage and expand the development and implementation of behaviour change programmes across the UK, including public health talks and training programmes for external organisations and specific partners, using Breast Cancer Now's health

information and digital assets. This role will help to drive forward the public health, inclusion, and awareness team's work across the UK, which is to empower patients and the public to play a full role in managing their own risk of getting breast cancer, diagnosing breast cancer earlier and improving their quality of life after a breast cancer diagnosis and treatment, thereby reducing the risk of recurrence.

Key tasks and duties

- To scope, develop and deliver public health and inclusion initiatives, campaigns and projects, including building new relationships at a local level and across the UK with external organisations and groups from under-represented communities; and continually develop an understanding of the UK wide public health sector.
- To manage and grow public health volunteering programmes and systems including the development and delivery of training and act as a source of expertise on breast cancer in relation to early detection including breast awareness, risk reduction and prevention across Breast Cancer Now and externally.
- To maintain quality standards of our public health activity and adhere to procedures ensuring the ongoing monitoring and evaluation of that activity, including gathering data, producing reports and analysing other statistical information as required applying the principles of project management.
- To support and seek the development of new proposals to attract external funding for Breast Cancer Now's public health, inclusion and awareness work.
- To support the associate director, public health, inclusion and awareness in leading the team to deliver activities as identified in the strategy and team plans.
- To represent and give presentations to people at all levels including the NHS, community and private sector by supporting communications, being on networks and attending conferences and meetings.
- To provide advice and support across the organisation as required on communicating key messages around breast cancer and health promotion, providing standard wording or contributing to bespoke communications, providing training for staff as appropriate working closely with the nursing and health information team.
- To maintain records of the team's activity, ensuring these are kept accurate and up to date in accordance with organisational and data protection guidelines.
- To oversee aspects of the administration for the team, including (but not limited to) preparing papers for meetings, processing invoices for suppliers and public health volunteers, overseeing contract processes and developing systems to monitor public health activity.
- To build maintain and manage relationships with key contacts across various teams at Breast Cancer Now.

General

- To be a collaborative and effective member of the team who is prepared to share ideas and find common solutions, and who will present a positive impression of the

team and the charity.

- To promote a constructive and sensitive approach to the delivery of the public health, inclusion and awareness team's work.
- To recognise, respect and be an ambassador for equality and inclusion across our work and in your working practices.
- To attend internal and external meetings, and training as required.
- Adhere to all Breast Cancer Now's policies and procedures.
- Any other duties within the scope and remit of the role, as agreed with your manager.

Person specification

Qualifications and experience

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Educated to degree level in a relevant field (preferably in a health subject) or with equivalent experience	x	
Experience in having run behaviour change projects and programmes, including community based and digital interventions	x	
Experience in developing and delivering training programmes or public health activities in a community setting including for volunteers	x	x
Experience of developing and delivering activity to staff, communities, education or health care professionals	x	x
Experience of working with older women, socially disadvantaged women and those from diverse communities	x	
Experience of undertaking projects independently and seeing projects through to completion including managing and evaluating projects	x	
Extensive experience of delivering complex information and presentations to a range of stakeholders in an accessible way		x
An excellent understanding of the wider determinants of inequalities, the factors that affect people's health related behaviour and a commitment to addressing these		x
Substantial experience of managing people	x	x

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience of working within the charity/voluntary sector	x	
Experience of working in a cancer care environment	x	
Experience of working with teams in different geographical areas		x

Skills and attributes

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Excellent communication (verbal and written), interpersonal and networking skills and the ability to show tact and discretion particularly when working with under-represented groups	x	
Excellent time management skills with the ability to prioritise own workload, deal with conflicting demands across multiple projects and meet tight deadlines	x	
Excellent IT skills of using MS and database packages, including Outlook, Word and Excel	x	
Ability to understand and apply the principles of behaviour change research to communications and activities	x	
Ability to work independently as part of a dispersed UK-wide team, and to be adaptable to change		x
Ability to work flexibly and have a willingness to travel throughout the UK and work outside normal office hours demands		x

Knowledge

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Excellent knowledge of monitoring and evaluating activity		x
Excellent knowledge of working with a diverse range of organisations, communities and other stakeholders		x
Excellent knowledge and experience of managing and motivating volunteers	x	x

Role information

Key internal working relationships

You'll work closely with the following:

- Brand, marketing and communications team
- Corporate partnerships team
- Data team
- Digital team
- Internal communications and engagement manager
- Nursing and health information team
- Services team
- Supporter experience team
- Volunteering team

Key external working relationships

You'll work closely with the following:

- A broad range of stakeholders including community groups and organisations across the UK
- Agencies and suppliers

General information

Role location and our hybrid working model	This role is based in our London office. However, our hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)
Induction	It's important you have a positive induction experience and therefore, you'll be asked to consider coming into the office more frequently during your initial period of employment. This will enable you to get to know your manager and team colleagues quicker. This also allows you induction process to be meaningful and comprehensive, allowing for support to be provided more readily. Thereafter you will be able to follow the hybrid working model as described above.
Hours of work	35 per week, Monday to Friday
Contract type	Fixed Term for up to 12 months (maternity cover)

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's no alternatives.
Conflict of interests	You'll be obliged to devote your full attention and ability to your paid duties. You shouldn't 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 shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.
Our commitment to equity, diversity and inclusion	We're committed to promoting equity, valuing diversity and creating an inclusive environment – for everyone who works for us, works with us, supports us and who we support.

How to apply guidance

We hope you choose to apply for this role. In support of your application, you'll be asked to submit your **anonymised** CV which means removing all sensitive personal information such as your name, address, gender, religion and sexual orientation. You're also asked to provide 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.

Job description dated September 2024

Find out more about us at
breastcancer.org

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