

Senior press & PR manager (research, health information & services)



Directorate

Fundraising, communications & engagement

Team

Press, PR & celebrity

Reporting manager

Associate director of press, PR & celebrity

Direct reports

Senior press & PR officer (research, health information & services)

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 fundraising, communications and engagement directorate at Breast Cancer Now has overall responsibility for communicating, engaging, and fundraising to our key audiences across a range of channels.

We lead on communicating about our charity, its work and impact, to all audiences – from people living with or beyond breast cancer and their loved ones, to supporters, corporate partners and policy makers. We create and deliver high-quality, engaging information and communications about breast cancer and ways to engage with Breast Cancer Now.

In our team, we leverage the strength of our bold brand, reputation and cause to create compelling ways for people to support Breast Cancer Now's work. We're led by the voices of people affected by breast cancer, and we champion their views and needs across a range of communications and platforms.

We also work collaboratively with the public, patients, supporters, partners and healthcare professionals to develop communications, information and fundraising that builds awareness, trust, loyalty, passion, affinity, and influence.

We're responsible for delivering £12.7 million net income through our fundraising. All so that we can keep being here for anyone affected by breast cancer, with support for today and hope for the future.

Our directorate is responsible for:

- Brand, marketing and communications
- Digital
- Supporter experience
- Press, PR and celebrity
- Individual engagement and supporter operations
- Community and events
- Corporate partnerships
- Philanthropy and special events

We all work closely with teams in the corporate services directorate, and the research, support and influencing directorate.

Job purpose

This role leads all media activity for Breast Cancer Now's world-class breast cancer research, award-winning health information and specialist support services for anyone affected by the disease.

You'll develop and drive delivery of a media plan that generates impactful media coverage and positions the charity as the experts in breast cancer, helping to increase engagement and support among target audiences.

You'll position the charity as the experts in medical research, profiling the cutting-edge projects we fund across the UK and Europe which are discovering how to prevent, save lives and live well with breast cancer, engaging and securing support from audiences including people affected by breast cancer, potential funders, scientists and the public.

You'll generate profile of our vital health information across key audiences, such as breast health and signs and symptoms of secondary breast cancer. Showcasing our range of tailored support services, you'll help ensure anyone affected by breast cancer, their friends, family, and also healthcare professionals know we're here and how we can support them, from our helpline through to face-to-face services.

You'll play a key part in supporting the associate director, press, PR and celebrity with the day-to-day leadership of the wider press, PR and celebrity team, from identifying and seizing key reactive media opportunities to introducing and ensuring effective implementation of processes that enable the team to work most impactfully. With the other senior press and PR managers, you will share responsibility for attending senior level meetings and working closely with the celebrity and influencer relationships manager and influencer and PR manager, support the monitoring of key social media

channels of celebrities and influencers engaged in your areas of work, to help ensure the social media team is timely in engaging with and handling any issues.

Key tasks and duties

- Lead development, delivery and evaluation of the annual research, health information and services media plan to raise profile and position the charity as experts in breast cancer, ensuring this is integrated with plans across wider teams for greatest impact.
- Proactively create and identify active opportunities to position Breast Cancer Now as the expert voice across research, health information and support services news agendas, helping to ensure anyone affected by breast cancer, their families and friends, and healthcare professionals know we're here and how we can support them, and driving engagement and support for the charity.
- Line manage senior press & PR officer (research, health information and services), supporting them to deliver against ambitious objectives and supporting their personal development.
- With the other senior press and PR managers, lead proactively on monitoring the news agenda from the start and throughout the day. Identify, share and agree with the associate director, press, PR and celebrity, the opportunities the team will prioritise seizing to position Breast Cancer Now as the expert breast cancer organisation.
- On rotation with the other senior press and PR managers, attend meetings set up for 'heads of' level staff, relaying timely updates to the associate director, press, PR and celebrity and the wider team.
- With the associate director, press, PR and celebrity and other senior press and PR managers, identify ongoing ways to evolve working processes for the press, PR and celebrity team for greatest impact, and share responsibility for actioning these.
- Provide final sign off for national, regional and trade media content when the charity's standard messaging is used. For any content that deviates from this or has potential sensitivities/reputational implications for Breast Cancer Now, final sign off must be sought from the associate director, press, PR and celebrity. All large-scale national proactive media stories issued by Breast Cancer Now must be signed off by the associate director, press, PR and celebrity.
- Deputise for the associate director, press, PR and celebrity for specific aspects of their role when required in their absence (e.g. liaising closely with director of fundraising, communications and engagement and representing the associate director at fundraising, communications leadership team (FCLT) and organisational management team (OMT) meetings.
- Initiate and write compelling content (e.g. press releases, statements, pitches) to engage target audiences with Breast Cancer Now through media coverage.
- Contribute to the management of the 24/7 press office function, including being responsible for managing the research, health information and services press office

function, to ensure the charity is the first port of call for, and provides at pace, comment and information on breaking breast cancer news.

- Collaborate with teams across the directorate to deliver strategically aligned and integrated communications and inspiring digital content that showcases and engages key audiences with our research, health information and services.
- Drive the use and performance of media monitoring tools, to shape and define KPIs to measure and enhance performance and evaluate team success against objectives.
- Develop and nurture a network of strong relationships with national journalists, editors and producers, maintaining Breast Cancer Now position as the 'go-to' experts/press office on breast cancer issues.
- Brief key media contacts confidently on complex stories and issues to explain context and our position effectively, as the 'go to' experts on breast cancer.
- Build relationships with the charity's funded researchers and staff across clinical and support services and work collaboratively with them to identify PR opportunities and showcase the impact of their work.
- Develop, manage and maintain effective working relationships with key external stakeholders, research partner press offices and other charities, including: the Institute of Cancer Research, King's College London, Cancer Research UK, Association of Medical Research Charities and the Science Media Centre.
- With the other senior press and PR managers, support senior press and PR manager (brand marketing and key stakeholder relationships) and their team to monitor social media accounts of key stakeholders (e.g. influencers, celebrities). Specific focus on those engaged with Breast Cancer Now's research, health information and services activity, to help ensure the social media team is timely in engaging with/responding to content where appropriate, and support social media team by reviewing messaging they draft. Flag any potential reputational issues to the associate director, press, PR and celebrity.
- Support the management of crisis plans and activities, as and when required.
- Working collaboratively with the associate director, press, PR and celebrity, devise and deliver media training, spokespeople briefings and provide ongoing counsel, for staff at all levels up to senior management and the chief executive.
- Adhere to Breast Cancer Now's health, safety and wellbeing policy and procedure and all other HR-related policies and procedures.
- Undertake any other duties that are within the scope and remit of the role and as agreed with your manager.

Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
A strong track record of proactively and reactively identifying and seizing strategically focused opportunities, including those presented by the external news agenda, responding with pace to secure impactful media profile and share of voice	X	X
Demonstrable experience of working in health communications and PR/media relations environments	X	X
Demonstrable experience of developing, implementing, and evaluating high-profile media plans to promote research, health information and support services	X	X
A track record of success in delivering consistent targeted national and regional media coverage to grow brand awareness, trust and support in a crowded market	X	X
Demonstrable experience of building long-term relationships with national health, science, news, consumer and trade journalists, with strong contacts at relevant media outlets	X	X
Demonstrable ability to understand complex scientific content quickly, developing lay-friendly engaging media content at pace	X	X
Experience of working across teams and senior management, to advise, build understanding, and mitigate reputational risks	X	X
Experience of issues management and crisis communications across traditional and social media channels		X
Astute to when media content could lead to reputation issues, and sound judgement as to when to flag a potential/actual to the associate director of press, PR & celebrity	X	X

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
A good understanding of and interest in research, health information and support services (ideally in cancer)	X	X
Excellent team working skills, including in sharing leadership responsibilities, and a proactive self-starter who works effectively independently	X	X
Exceptional written and verbal communication skills in developing accurate, credible and impactful communications	X	X
Strong negotiation skills and the ability to build trusted and influential working relationships	X	
Excellent leadership skills and ability to provide effective support to junior members across the team (beyond line reports)	X	X
Excellent proofing and editing skills to tight deadlines	X	X
Excellent interpersonal, networking and relationship building skills, with contacts internally and externally and at all levels	X	X
Excellent planning and organisational skills, with the ability to prioritise work and handle conflicting demands and tight deadlines and to be decisive, stay calm and work effectively under pressure	X	X
Ability to build strong networks of peers across the media industry to identify and develop new collaborations to bring opportunities to the charity	X	X
Passion for PR, media and communications, and a commitment to Breast Cancer Now's strategic priorities	X	X
Proven understanding and effective use of interrelationship between traditional and social media	X	X
An appreciation of issues facing people affected by breast cancer, and the needs of journalists	X	X
An understanding of the implications of equity, diversity and inclusion for the role of communications professionals	X	X
A flexible approach with a willingness to work outside of core hours/away from home as required	X	X

Role information

Key internal working relationships

You'll work closely with: colleagues in the fundraising, communications and engagement directorate and research, support & influencing directorate, including:

- Research team
- Research communications team
- Brand marketing team
- Support services team
- Digital and social media teams
- Clinical nursing team
- Public health and wellbeing team
- Chief executive office

Key external working relationships

You'll work closely with the following:

- Journalists
- Researchers
- Research partner press offices
- Cancer alliance press offices
- Other charity press offices
- Suppliers

General information

Role location and our hybrid working model	<p>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:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday). In January 2025 our London office will move to The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)</p>
Induction	<p>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 your 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.</p>
Hours of work	<p>35 per week, Monday to Friday</p>

Contract type	<p>Permanent</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's no alternatives.</p>
Conflict of interests	<p>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.</p>

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 October 2024

Find out more about us at
breastcancernow.org

**BREAST
CANCER
NOW** The research &
support charity