

# Case study officer

## **Directorate**

Fundraising, communications and engagement

## **Team**

Press, PR and celebrity

## **Reporting manager**

Case study manager

## **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 c£40 million gross 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 and strategic insight
- 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**

The case study officer will support all elements of the case study function, including recruitment, management and day-to-day administration of these important relationships which are central to the charity in amplifying the voice of experience.

The role will work across the organisation to understand where case study support is needed and identify people who through their personal experiences can best support teams' activities to deliver on objectives. Key to this work will be identifying how and where we can engage case studies in the charity's work so that it is a mutually beneficial engagement and linking colleagues up with the appropriate case studies for specific activities.

Line managed by the case study manager, the role sits in the press, PR and celebrity team and will work closely with PR colleagues to identify where and how case studies can share their stories to raise awareness of breast cancer, Breast Cancer Now, and the work we do to improve the lives of anyone affected by breast cancer.

The post holder will have a good understanding of issues impacting people affected by breast cancer, understanding and accommodating their changing needs and circumstances and how this might impact their capacity to support us at all times, and supporting them to share their thoughts and experiences with sensitivity and care.

### **Key tasks and duties**

- Support case study manager to deliver on case study requirements for projects across the organisation, supporting delivery of overarching organisational objectives.

- Liaise with case studies with empathy and sensitivity to understand their experiences of breast cancer, their interests and how they would like to support our work and identify opportunities across internal teams to ensure their stories are shared how they want and for greatest impact for the charity in raising awareness and funds.
- Accurately gathering and recording detailed and confidential health information that informs and ensures case studies' experiences are shared in a way that meet their wishes and has greatest impact for the charity.
- Maintain case study database and records to ensure that information is accurate, up-to-date and meets GDPR requirements.
- Lead on processing and responding to case study forms in a timely manner, identifying, in line with their areas of interest and organisational priorities, which team/s to share case study information with in a timely, secure and appropriate way to seize opportunities for greatest mutual impact.
- Work with influencer and PR manager to identify, steward and manage relationships, ensuring supporters feel connected to and valued by the charity.
- Work closely with PR colleagues to understand press needs, and identify and support case studies to share their experiences as part of reactive and planned media opportunities.
- Identifying new ways and opportunities to involve case studies in the charity's work and to support new business fundraising opportunities.
- Support case study recruitment strategy to ensure diverse representation of breast cancer experiences in line with the charity being here for 'anyone affected by breast cancer'.
- Identify and engage colleagues across charity with different and new routes to case study recruitment and the role they can play here, supporting them to feel confident and informed of the processes to do this effectively.
- Engage and participate in peer networks and internal learning opportunities to continuously grow skills and personal development.

# Person specification

## Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
Experience of working with people to share their real life stories	<b>X</b>	<b>X</b>
Experience of handling sensitive or controversial issues which could present a high reputational risk and knowing when to escalate these	<b>X</b>	<b>X</b>
Experience of working collaboratively across multiple teams and establishing trusted and influential relationships with key internal contacts	<b>X</b>	<b>X</b>
Experience of working on or supporting with media opportunities, including briefing spokespeople	<b>X</b>	<b>X</b>

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

	Method of assessment	
	Shortlist	Interview
Experience of working with databases and following set processes	<b>X</b>	<b>X</b>

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent written and verbal communication skills	<b>X</b>	<b>X</b>
Strong levels of empathy to be able to understand the complexities and different ways people can experience a breast cancer diagnosis		
An ability to identify what makes a good story for different audiences and channels and to proactively	<b>X</b>	<b>X</b>

identify opportunities to share it.		
Excellent organisational skills, an ability to manage own workload, deal with conflicting deadlines and work under pressure	<b>X</b>	<b>X</b>
Excellent attention to detail and an ability to be adaptable and resourceful	<b>X</b>	<b>X</b>
Competence in using IT and Microsoft Office	<b>X</b>	

## Knowledge

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

	Method of assessment	
	Shortlist	Interview
Knowledge of GDPR and data protection rules and an understanding of its relevance to your role	<b>X</b>	<b>X</b>
An awareness of the challenges faced by charitable organisations	<b>X</b>	<b>X</b>
An understanding of the wider health and cancer environment	<b>X</b>	<b>X</b>

# Role information

## Key internal working relationships

You'll work closely with the following:

- The wider press, PR and celebrity team
- Other teams within the fundraising, communications and engagement team including brand and marketing, social media and digital, events and community, philanthropy and special events, individual giving and supporter engagement, and corporate partnerships
- The research, support and influencing directorate including research, policy and campaigning, public health and wellbeing, and support services and nursing teams

## Key external working relationships

You'll work closely with the following:

- National, regional and specialist journalists in print, broadcast and online
- Case studies
- Fundraisers and supporters
- Stakeholder organisations. E.g. public health agency or Scottish government
- Services providers and suppliers

## General information

<b>Role location and our hybrid working model</b>	<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 one of the following:</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>
<b>Induction</b>	<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 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.</p>
<b>Hours of work</b>	<p>35 per week, Monday to Friday</p>

<b>Contract type</b>	<p>Full-time, permanent</p>
<b>Medical research</b>	<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>
<b>Conflict of interests</b>	<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>
<b>Immigration, Asylum and Nationality Act 2006</b>	<p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>

**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 November 2024

Find out more about us at  
**[breastcancernow.org](https://breastcancernow.org)**

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