

# Senior media and PR manager – policy, campaigns and public health (maternity cover)

**Directorate**  
Engagement

**Team**  
Media and PR

**Reporting manager**  
Associate director of media and PR

**Direct reports**  
Senior media and PR officer – policy, campaigns and public health

## 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 Engagement directorate has responsibility for growing awareness, understanding, trust and engagement with Breast Cancer Now, to inspire people to get support and give support. It is responsible for the £47m annually we raise today and for the growth to £69m we want to raise annually by 2029/30, including a further £50m from a major Campaign.

From partners, to philanthropists, from people who give individually, through events or through their community, we create engaging and effective routes and communications for our key audiences to give their time, money and voice.

The directorate puts relationships at its heart, using data and insight to shape and drive brilliant relationships and experiences, ensuring people who support Breast Cancer Now – in whichever way they support, or are supported – feel connected, and inspired to give their time, money and voice to make change for people affected by breast cancer now and for the future.

In the 2025–30 strategic period, the directorate will play a critical role in supporting the organisation to deliver the impact we need and want to have for people affected by breast cancer.

To do this we will:

- Raise awareness of Breast Cancer Now through aligning our paid brand marketing, and our owned, shared, and earned channels to amplify our brand and to shout louder with one voice. We will use creative and innovative routes to do this. Our fundraising will provide a key route to grow awareness, through our products, events and through our supporters in the community who advocate and champion Breast Cancer Now.
- Develop and deliver brilliant fundraising products, events, campaigns that reach and inspire our key audiences to engage and to continue to engage. We will launch a major Campaign to raise £50m to accelerate our progress to 2050 through focusing on the challenge of dormancy and secondary breast cancer. We will use this as a route to create philanthropic and partnership fundraising as a long term, sustainable income stream for the future.
- Lead the development of our digital ecosystem, aligning our platforms and products behind our brand and developing our support offer, and engagement opportunities, to reach more people in ways that meet their needs in an accessible way. We will support the organisational learning, understanding and confidence in digital routes, channels and new technology to deliver our strategy.
- Nurture great relationships with partners and suppliers to create aligned priorities, shared purpose and targets to deliver our best work for people affected by breast cancer. Through being curious about the external environment and prioritising learning, we will develop, evolve and innovate to support our growth now and for the future.
- Grow and develop our teams, collaborating, challenging and inspiring each other to develop an inclusive, safe and high performing team.

### Job purpose

To lead all media and PR activity around Breast Cancer Now's policy and campaigns, and public health activity.

The role holder is responsible for developing and leading implementation of annual media plans for these areas of work that ensure our media and PR work is tightly aligned to the charity's strategic ambitions and integrated with activity across teams and channels for greatest impact.

Building profile for and further cementing the as the 'go to' breast cancer organisation, the role holder will increase influence, engagement and support among target audiences. Utilising their strong relationships with journalists and the media they will communicate

our early detection health information and messaging to the public, champion the needs of people affected by breast cancer, and engaging key policy decision-makers and the NHS with our influencing calls to action.

Along with the other senior media and PR managers, the role holder will play a key part in supporting the AD of media and PR with the day-to-day leadership of the wider media and PR team and its work, from identifying and seizing key reactive media opportunities to introducing and ensuring effective implementation of processes that enable the team to work most effectively and achieve greatest impact. With the other senior media & PR managers they will share responsibility for attending senior level meetings.

### **Key tasks and duties**

- With the other senior media & PR Managers, lead in proactively monitoring the external news agenda from the start and throughout the day, identifying and sharing and agreeing with the associate director of media & PR, the opportunities the team will prioritise to further cement\_Breast Cancer Now's profile as the 'go to' breast cancer organisation.
- On rotation with other senior media & PR managers, lead weekly team meetings, and attend meetings set up for 'heads of' level staff, relaying timely updates to the associate director of media & PR and wider team.
- With the associate director of media & PR and other senior media & PR managers, identify opportunities to evolve working processes for the media & PR team and share responsibility for actioning these in a way that best enables the team to deliver on goals (e.g. out-of-hours press rota, timely meetings/updates, rotation of senior media & PR manager representation at meetings etc).
- Provide final sign off on behalf of the media & PR team, for national, regional, local and trade media content where Breast Cancer Now'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 of media & PR. Large-scale national proactive media stories issued by Breast Cancer Now must be signed off by the associate director of media & PR.
- Line manages the senior media and PR officer – policy, campaigns and public health
- Lead the development and delivery of an annual media and PR plan for policy and campaigns that see the charity leading the conversation in championing people affected by breast cancer and engaging and influencing key stakeholders including key policy decision makers and NHS with the charity's calls to action.
- Lead the development and delivery of an annual media and PR plan for our public health work, to increase awareness and reach of our early detection and breast health awareness messaging across key audiences including communities with poorest outcomes, and support for the charity
- Deputise for the associate director of media & PR for specific aspects of their role when required in their absence (e.g. liaising closely with Director or brand and

marketing communications\_and representing the associate director of media & PR at senior level meetings.

- Create and oversee the production of compelling content (e.g. press releases, statements, pitches) that engage target audiences with Breast Cancer Now.
- Keep the associate director, media and PR informed of developments, issues, or potential/actual areas of risk, and support management of crisis plans/activities as required.
- Develop and nurture a network of strong, trusted relationships with national journalists, editors and producers, making the charity the 'go-to' press office on breast cancer.
- Drive the use and performance of media monitoring tools, using them to shape and define KPIs to measure and enhance performance and for evaluating team success in delivering against objectives.
- Build and maintain effective working relationships with internal teams including across policy, evidencing and influencing, campaigns, public health, clinical, ambassadors, talent and case studies, digital and data, and brand and marketing.
- Provide counsel to internal and external stakeholders across high-profile events and activities.
- Brief key journalist contacts confidentially on complex stories and issues to leverage opportunities to maximise impactful profile for the charity.
- Build relationships with communications counterparts at key stakeholder organisations (e.g. NHS, NICE, SMC, other health charities).
- Manage expectations of internal and external stakeholders by setting ambitious and clear objectives, targets and service levels for partnerships that best deliver on goals of both parties.
- Work collaboratively with the associate director, media and PR to devise and deliver media training for staff at all levels, provide spokespeople briefings and ongoing counsel for staff including senior management and CEO.
- Work closely alongside the senior media and PR manager - fundraising and brand to support the delivery and success of brand marketing activity relevant to the policy, campaigns or public health portfolio.
- Contribute to the 24/7 Press Office function, leading on policy and campaigns and public health activity, ensuring the charity is the first port of call for breast cancer news.
- Help maintain relationships with key suppliers and ensure contracts are up to date and manage annual PR budgets.
- 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
Ability to digest complex health and policy subjects and extract and develop appropriate information at pace for media	x	x
Of working across teams, departments and senior management, to advise and proactively create strategic PR opportunities	x	x
Of issue management and crisis communications across traditional and social media channels	x	x
Of working in health communications, and PR/media relations environments	x	
Of developing, implementing, and evaluating high-profile media relations plans to promote influencing activity	x	x
Of building long-term impactful relationships with national health, policy, news and trade journalists, with strong existing contacts at relevant media outlets	x	
A strong news sense and significant experience in proactively identifying strategically aligned reactive opportunities presented by the external news agenda and responding to these with pace to seize opportunities to secure impactful media profile and share of voice		x
An astute sense as to when media content could lead to sensitivities or reputation issues and sound judgement as to when it is appropriate to flag this to the associate director of media & PR	x	x
A track record of success in delivering consistent national and regional media coverage to grow brand awareness, trust and support in a crowded market	x	x
A good understanding of and interest in the policy agenda, preferably in health and ideally in cancer	x	

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent team working skills, including in sharing leadership responsibilities, as well as ability to work effectively independently	x	
Exceptional written and verbal communication skills, developing accurate, credible and impactful communications	x	x
Strong negotiation skills and the ability to build trusted and influential working relationships	x	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	
Excellent interpersonal, networking and relationship building skills, with contacts internally and externally and at a senior level	x	x
Excellent planning and organisational skills, with the ability to prioritise multiple and complex projects and handle conflicting demands and tight deadlines and to be decisive, stay calm and work effectively under pressure	x	x
Ability to work calmly and effectively under pressure, juggling multiple projects	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
Proven ability to quickly grasp complex new information and to distil into lay-friendly communications to create newsworthy stories	x	
Ability to be flexible, diplomatic and assertive with good negotiating skills		x
A strong and honed news sense, with demonstrable ability to identify and develop strong health news stories that engage target audiences and media outlets including national media		x
A proactive self-starter, as well as a collaborative, and enthusiastic team player who can think creatively		x
Passion for PR, media, marketing and communications, and a commitment to Breast Cancer Now's strategic priorities	x	
Proven understanding and effective use of interrelationship between traditional and social media	x	
An appreciation of issues facing people affected by breast cancer, and the needs of journalists	x	x
An understanding of the implications of equal opportunities for the role of communications professionals	x	

A flexible approach with a willingness to work outside of core hours/away from home as required	x	
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## Role information

### Key internal working relationships

You'll work closely with teams across the charity, and particularly with the following:

- Policy, evidence and influencing
- Campaigns
- Public health
- Nursing and health information
- Brand, marketing and communications
- Social media and digital
- Impact, strategy and innovation

### Key external working relationships

You'll work closely with the likes of:

- Journalists and producers
- Key stakeholder communications teams (including NHS, DHSC, NICE)
- YouGov UK online research data and analytics technology group
- Our brand marketing and PR agencies
- Media monitoring and licensing agencies
- Charity partners

## 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:</p> <p>6<sup>th</sup> Floor, 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 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>
<b>Hours of work</b>	<p>35 per week, Monday to Friday</p>
<b>Contract type</b>	<p>Maternity cover, 12 months fixed term</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>
<b>Our commitment to equity, diversity and inclusion</b>	<p>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.</p>



## 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 July 2025

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

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