



# Senior media and PR officer – policy, campaigns and public health

## Directorate

Engagement

## Team

Media and PR

## Reporting manager

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

## Date of job description

June 2026

## Our charity

We're Breast Cancer Now, the UK's leading breast cancer charity. And we're combining the power of science and support to change breast cancer. Now.

We're funding world-class science now, so no one dies of breast cancer in the future. We're here with life-changing support now, so no one has to face breast cancer alone. And we're running groundbreaking campaigns now – for better awareness, quicker, earlier diagnosis and access to treatments.

We've been making change happen for over 50 years, and we're not stopping now. Because we have a bold vision. That by 2050, everyone with breast cancer will live and live well.

We can't do it on our own. But together, we can make change happen. 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's responsible for the £47m annually we raise today and for the growth to £69m we want to raise annually by 2029/2030, 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 2025–2030 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 1 voice. We'll 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'll 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'll 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'll 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'll 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.

#### The 4 new director roles and teams

The engagement directorate, will be led by the chief engagement officer with a leadership team of 4 directors of the following areas:

- Brand, marketing and communications
- Public fundraising and marketing
- High value partnerships and Campaign
- Digital and data

#### **Job purpose**

The purpose of this role is to build profile for Breast Cancer Now's policy, campaigns and public health activity.

Working with the senior media and PR manager – policy, campaigns and public health the role holder will leverage the charity's established position as the 'go to' breast cancer organisation to build meaningful and impactful profile that increases our reach, influence and engagement amongst target audiences and stakeholders as we champion the needs of anyone affected by breast cancer.

Establishing and nurturing effective working relationships with journalists, the role will drive compelling media profile that engages key decision makers and the NHS with our change-making campaigns and calls to action, and raises breast health awareness through our health information and messaging to key stakeholders and the public.

Critical to success will be building excellent working relationships with colleagues across owned, earned, shared and paid communications channels that ensure strategic alignment, integration and consistency across all communications.

## Key tasks and duties

- Support with the development, delivery and evaluation of the annual proactive and integrated media and PR plans for policy and campaigns and for public health, maintain the charity's position as the 'go to' experts on breast cancer, and working closely with other teams to ensure integration across activity for greatest impact.
- Proactively create and identify opportunities to profile Breast Cancer Now as the expert voice on breast cancer across policy, campaigns and public health news agendas, helping to ensure anyone affected by breast cancer knows we're here and driving progress for anyone affected by breast cancer, increasing engagement and support for the charity.
- Write compelling content (e.g. press releases, statements, pitches) that engages target audiences with Breast Cancer Now's key insights and expertise through media coverage.
- Support with organising events that support policy, campaigns and public health PR activity such as stunts, press conferences, photocalls, and parliamentary events.
- 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 policy, campaigns and public health work.
- Develop and nurture a network of strong working relationships with national journalists, editors and producers leveraging Breast Cancer Now's position as the 'go-to' experts/press office on breast cancer.
- Maintain effective working relationships with key external stakeholders, including: NHS, Department of Health and Social Care (DHSC) and National Institute for Health and Care Excellence (NICE).
- Set up media interviews and support spokespeople, including preparing and delivering written and verbal briefings to ensure 'on message' and impactful interviews.
- Work closely with colleagues across teams to ensure the charity's tone of voice, commitment as 'determined leaders' to driving progress to change the future of breast cancer and key messages are applied consistently across communications.
- Contribute to the management of the 24/7 press office function, ensuring the charity maintains its position as the first port of call on breast cancer, providing compelling comment and information on breaking breast cancer news at pace.
- 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
Demonstrable experience of working in a busy and fast-paced press office or news environment, in health communications and/or media/PR relations.	x	x
An excellent understanding of media relations across national, broadcast, regional and consumer media, and with a proven track record of securing targeted coverage.	x	x
Demonstrable experience in seizing reactive PR opportunities to build profile and share of voice.	x	x
Demonstrable experience of creating stories from scratch that build profile across target media.	x	x
An excellent track record of building long-term relationships with journalists, and strong existing contacts at relevant media outlets.	x	
Experience of working across teams, departments, and senior management, to create PR opportunities, build understanding and mitigate reputational risks.	x	x
Experience working with colleagues across owned, earned shared and paid channels	x	x
Experience of navigating sign-off processes quickly and diplomatically to meet media deadlines.	x	
Experience of working with 'case studies' for media activity, approaching this work sensitively.	x	x

### Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent written and verbal communication skills, including creating a range of targeted media assets.	x	x
Proven ability to quickly grasp complex information and distil into lay-friendly news content.	x	x
A strong and honed news sense, with demonstrable ability to identify opportunities to respond to external opportunities to further build profile.		x
A proactive self-starter as well as being a collaborative and enthusiastic team player.	x	x

The ability to be assertive and negotiate, as well as being diplomatic, to seize opportunities leveraging our position as the 'go to' press office for breast cancer.		x
The ability to remain calm and work effectively under pressure.	x	x
Excellent interpersonal, networking and relationship building skills with contacts internally and externally at all levels.	x	x
Excellent planning and organisational skills, with ability to meet tight deadlines and manage multiple and complex projects.	x	x
An appreciation of the issues facing people affected by breast cancer, and the needs of journalists		x
A flexible approach with a willingness to work outside of core hours and away from home when required.	x	
A passion for impactful PR, media and communications and a commitment to Breast Cancer Now's strategic priorities	x	

## Knowledge

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

	Method of assessment	
	Shortlist	Interview
A strong understanding of the external policy and influencing environment across the UK, preferably in health and ideally in cancer, and experience responding to this to leverage media profile.	x	x
A strong understanding of the external health environment, including how the NHS works.		x

# About the role

## 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
- Ambassador, talent and case studies
- Impact, strategy and innovation

## Key external working relationships

You'll work closely with the following:

- 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
- Celebrities, ambassadors and case studies

## General information

<b>Role location and our hybrid working model</b>	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: 6th Floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)
<b>Salary range</b>	The salary range for this role is: £37,000 to £41,000 per annum
<b>Induction</b>	We want you to have a positive induction experience, so we'll ask you to think about coming into the office a bit more often at the start of your role.  This will help you get to know your colleagues and will make it easier for people to be on hand to support you. After that, you'll be able to move to our hybrid working model.
<b>Hours of work</b>	35 per week, Monday to Friday

<b>Contract type</b>	6 month fixed term
<b>Medical research</b>	We fund medical research, some of which may involve the use of animals. Our aim is to save lives and our research using animals is only when there's no alternative.
<b>Conflict of interests</b>	You're expected to devote your full attention and abilities to your paid duties. This means you shouldn't take on any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours that could impair your ability to act in the best interests of, or prejudice the interests of, Breast Cancer Now or your work.
<b>Immigration, Asylum and Nationality Act 2006</b>	You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.
<b>Our commitment to equity, diversity and inclusion</b>	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

We hope you choose to apply for this role. To apply, you need to submit your **anonymised** CV, which means removing all sensitive personal information such as your name, address, gender, religion and sexual orientation. You also need to submit a supporting statement. Have a look at the essential criteria list on the person specification and give as much information as you can, with examples, to show how you meet the criteria.

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

