

Job Description

The merged charity

Breast Cancer Care and Breast Cancer Now have united to create one charity for everyone affected by breast cancer. From April 2019, we'll be the UK's first comprehensive breast cancer charity. From research to care, our new charity will have people affected by breast cancer at its heart — providing support for today and hope for the future. United, we'll have the ability to carry out even more world-class research, provide even more life-changing support and campaign even more effectively for better services and care.

Together, we believe that, by 2050 everyone who develops breast cancer will live and receive the support they need to live well now.

Job title	Campaigns and Public Affairs Manager (Maternity cover)
Directorate	Communications and Influencing
Team	Policy, Evidence and Influencing
Job title of reporting manager	Assistant Director, Policy, Evidence and Influencing
Job title(s) of direct reports	Senior Campaigns Lead Senior Public Affairs Officer Campaigns and Engagement Officer Policy and Campaigns Assistant
Document created (Month and Year)	November 2019

Overview of directorate

The Communications and Influencing Directorate will market and communicate the new charity, its work and impact, to all those affected by the disease; provide high quality information and communication about breast cancer; keep the cause and patient voice high on the policy, political and media agenda; galvanize engagement and support and campaign for change; influence policy and practice; and ensure the charity is digitally enabled to deliver on its strategy.

The Directorate works collaboratively with the public, patients, supporters, partners, influencers, scientists and healthcare professionals to develop communications and information that builds awareness, trust, affinity and influence, and delivers vital information and services to those affected.

The Directorate is responsible for four key areas: Brand, Marketing and Communications; Digital; Policy, Evidence and Influencing, Public Relations and Celebrity and the team is currently based in London and Edinburgh.

Job purpose

- To manage the Campaigns and Public Affairs team and coordinate campaigning (including digital), public affairs and influencing activity to ensure delivery against the Department's objectives.
- To lead on the development and delivery of the charity's campaigning, public affairs and influencing strategies, engaging public and political support for our policy calls and for Breast Cancer Now.
- To work with colleagues across the Communications and Influencing Directorate to support the development and delivery of integrated influencing strategies in support of the organisation's strategy.
- To contribute to the overall management of the Policy, Evidence and Influencing team-supporting policy and campaigns strategy development, planning and budgeting and ensuring team members are given the support they need to develop and remain motivated to achieve.

Key tasks and duties

Management

- To lead, motivate, support and develop a high-performing Campaigns and Public Affairs team.
- To lead on campaigns and public affairs input into the development, implementation and review of policy and campaigns strategy, operational plans and budgets, working closely with the Policy and Campaigns management team
- To ensure that project plans are in place for all relevant areas of work, and that these plans are delivered.
- To ensure effective evaluation, reporting, budgeting and communication of activities and impact for all areas of campaigns, public affairs and influencing work and propose alternative plans and activities when performance is not on track.
- To ensure that the team is updating the organisation's contact management database with key contacts relating to campaigns and public affairs activity.
- To ensure that the activity of the team is GDPR compliant.

Campaigning and Public Affairs

- To lead on the design, development and delivery of comprehensive campaigns and public affairs plans for national and local influencing, increasing support for Breast Cancer Now and delivering our policy calls through our public affairs and campaigning activity, including digital campaigning.
- To oversee the design, development and delivery of comprehensive public affairs plans for influencing key decision makers and influencers, including: No.10; elected representatives across Parliament, the Welsh Assembly and the Northern Irish Assembly; Special Advisors; think tanks and others to shape the national and local policy environment in line with the charity's strategic aims and policy calls.
- To identify key campaigning and public affairs opportunities that support the charity's influencing and awareness raising objectives.

- To ensure that the charity's campaigning and public affairs activities represent and are informed by the views and experiences of patients, their families, carers, healthcare professionals and researchers and, where relevant, the wider public.
- To build relationships across the political spectrum, as well as with other charities, think-tanks and similar organisations, to ensure that we are maximising opportunities to influence issues relating to breast cancer.
- To maintain an up-to-date knowledge of current key issues and policies relevant to breast cancer, breast cancer services and support, and research, and an understanding of the external environment in which the charity is aiming to campaign and to influence.
- To work closely with colleagues in Scotland to ensure a joined-up approach to campaigning across the UK.

Working across the organisation

- To work closely and collaboratively with other teams and departments to ensure that supporter journeys, including campaigning activity, are developed and supporters are effectively stewarded in their relationship with Breast Cancer Now.
- To ensure that the work of the team supports, and is integrated across, the organisation and that the work of the team is communicated internally and through external communications as appropriate. Serve as an internal reference point for information on campaigning and influencing.
- To ensure that colleagues meeting key external contacts are thoroughly briefed and appropriately supported.
- To ensure that political developments, external events and opportunities that will impact on the breast cancer environment are monitored and expert, timely commentary to the chief executive, senior leadership and other colleagues is provided.
- To ensure compliance with relevant legislation including that covering data protection/GDPR, charity law and elections/the Lobbying Act.

General responsibilities

- To keep informed and up-to-date on current policy in the field of breast cancer and general health and social care policy trends.
- To be an effective member of the team, presenting a positive impression of the team and the service.
- To work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.
- To attend internal and external meetings, and training as required.
- To adhere to data protection and health and safety policies.
- To operate within the organisational equal opportunities policy framework and implement the policy within this area of work.
- Any other duties that are within the scope and remit of the role and as agreed with your manager.

Person Specification

Qualifications and Experience

It is **essential** for you to have the following qualifications and experience:

- An undergraduate degree or equivalent experience, preferably with a component of particular relevance
- Significant experience in a relevant campaigns and/or public affairs role and some experience in both areas.
- In the design and delivery of a strategic approach to campaigning and/or public affairs
- Of delivering significant change through campaigns and/or public affairs activity
- Of developing and/or managing a network of supporters/advocates, including interacting sensitively with people who are living with / have lived through distressing personal experiences
- Of working collaboratively across an organisation to manage stakeholder relationships
- Of networking, building and managing strong external relationships with and influencing key opinion-formers and decision-makers e.g. politicians and senior policy-makers
- Of producing materials, including developing creative and messaging, to support campaigns and/or public affairs activity
- Of directly carrying out or commissioning research to support campaigns and/or public affairs activity
- Of analysing information and data to track the impact of campaigns and/public affairs work

It is **desirable** for you to have the following qualifications and experience:

- Of public affairs work or influencing within the devolved nations
- Of organising events and working in partnership with other organisations
- Of working in or with the charity sector

Skills and Attributes

It is **essential** for you to have the following skills and attributes:

- Excellent interpersonal skills, including confidence in working with senior colleagues and the ability to deal sensitively with patients and the public
- Demonstrate excellent communication skills (verbal and written) including the ability to translate complex information into accessible language suitable for non-expert audiences e.g. policy makers, the media, the public and people affected by breast cancer
- Ability to manage and oversee the work of a small team, including setting objectives and ensuring they are met, and taking responsibility for the development of individual team members
- Ability to contribute strategically to planning, budgeting and impact reporting processes

- Ability to manage projects including producing plans, delivering projects across teams and departments and effectively leading their implementation
- Ability to organise your work effectively, setting objectives and prioritising your workload in a busy environment, working under pressure and at times to tight deadlines while delivering on long-term objectives
- Ability to think strategically, with strong analytical, judgement and decision-making skills
- Ability to work well as a member of a team, with a wide variety of people
- Use Microsoft Office applications and the internet proficiently

It is **desirable** for you to have the following skills and attributes:

- An understanding of the UK health systems, cancer services and NHS structures, both nationally and locally
- Use Engaging Networks and CRM software proficiently

Knowledge

It is **essential** for you to have the following level of knowledge:

- An understanding of the current political landscape and the variety of routes for influencing
- An excellent understanding of relevant qualitative and quantitative research methods, as well as demonstrable data analysis and interpretation skills
- An understanding of data protection law and how it applies to the storage and use of campaigner data
- An understanding of Charity Commission Guidance on campaigning and the Lobbying Act

Role Information

Key internal working relationships

You will work closely with the following:

- All members of the Policy and Campaigns team
- Director of Communications and Influencing
- Press PR and Celebrity team
- Digital team
- Scotland and Wales teams
- Community fundraising team
- Clinical and services teams
- Chief Executive

Key external working relationships

You will work closely with the following:

- Women and men affected by or at risk of breast cancer, particularly campaigners and advocates
- Politicians, policy-makers, government officials, healthcare professionals, scientists and experts in a wide variety of external organisations
- A range of health bodies across the four nations of the UK including NHS England, local authorities and Public Health England
- Numerous other charitable organisations and patient groups, think tanks and agencies
- Relevant professional networks and membership bodies

General information

Number of posts in the directorate	Circa. 90
Number of posts in the team	Circa. 18
Location of role	Ibex House, 42-47 Minories, London EC3N 1DY
Hours of work	35 per week, Monday to Friday
Contract type	Fixed Term, maternity cover from January 2020 to February 2021
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 are no alternatives.
Conflict of interests	You will be obliged to devote your full attention and ability to your paid duties. You should not 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 should not have any restrictions on your eligibility to indefinitely work or reside in the UK.