

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.

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| Job title | Campaigns and Engagement Officer |
| Directorate | Communications and Influencing |
| Team | Policy, Evidence and Influencing |
| Job title of reporting manager | Campaigns and Public Affairs Manager |
| Job title(s) of direct reports | N/A |
| 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 support our national campaigning and engagement work, working with the Campaigns and Public Affairs Manager and Senior Campaigns Lead, as well as teams across the charity, to influence the national agenda.
- To lead on the development and delivery of local campaigning within the team, working closely with the Senior Campaigns Lead, policy colleagues and teams across the charity to leverage local support and action.
- To manage Breast Cancer Now's Insight and Experience Panel, which is made up of people whose lives have been changed by breast cancer, who want to help shape and improve the work we do.
- To support Breast Cancer Now's public affairs and influencing work, including engaging with decision-makers, supporters and patient representatives. To influence directly on behalf of the charity developing contacts, attending external meetings, building relationships, increasing the charity's profile and spotting/acting on opportunities to influence.
- To coordinate and manage specific projects within the team – this includes events such as Breast Cancer Now's annual wear it pink parliamentary photocall.

Key tasks and duties

- To support the development of a local campaigning function within the team, working with the Senior Campaigns Lead, and support the delivery of local campaigns.
- To project manage the local campaigning workstream, collaborating across the team to ensure persuasive, evidence-based policy briefings, documents, letters, reports and messages are developed, including materials that support local campaigning objectives.
- To work with teams across the charity to produce frequent communications to share with the Insight and Experience Panel, and manage responses and engagement from the group.
- To coordinate and support the delivery of specific, strategic tasks and projects within the team.
- To work with the Campaigns and Public Affairs Manager and Senior Campaigns Lead to support the development, implementation and evaluation of impactful influencing and campaigning strategies to support the charity's policy calls.
- To maintain in-depth, up-to-date knowledge of current key issues and policies relevant to breast cancer, and an understanding of the external environment in which the charity is aiming to influence.
- To support and undertake engagement with decision-makers, supporters and people directly affected by breast cancer, their families, health professionals and other relevant stakeholders, to inform our campaigns, policy, and public affairs work.
- To work across the charity, linking in with other departments, to build a community of campaigners able to take action locally, to support the delivery of local policy objectives.
- To monitor and track engagement in local campaigning activity, and changes in policy relating to campaigns, ensuring materials are kept up to date and reporting on campaigns'

performance.

- To communicate campaign successes with our supporters directly and in partnership with other departments.

Working across the organisation

- To work closely and collaboratively with other teams and departments to ensure that the work of the team supports, and is integrated across, the organisation and that policy and campaigns information is communicated internally and through external communications as appropriate.
- To ensure that the charity's website contains relevant and up to date information about the charity's campaigns and engagement work and draft articles and updates about key activities for the charity's publications.
- 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
- Of using Microsoft Office applications including Word, Excel and PowerPoint, and the internet proficiently
- Of working in a previous campaigning role
- Of writing campaigning, publicity or training materials (this could be briefings, leaflets, campaigner guides, blogs etc.)

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

- Of campaigning on issues relating to health or other relevant issues
- Of working with supporters/advocates, including interacting sensitively with people who are living with/have lived through distressing personal experiences
- Of organising events and keeping administrative records
- Of project management

Skills and Attributes

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

- Excellent communication skills (verbal and written) including the ability to translate complex information into accessible language suitable for non-expert audiences e.g. politicians, policy makers, the public and people affected by breast cancer
- Good team working skills, communicating and collaborating with a wide variety of people
- Excellent interpersonal skills and an ability to deal sensitively with patients and the public
- 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 carry out desk-based research, analysing and interpreting data to a high level of accuracy
- Ability to build knowledge of the NHS and health structures across the four nations of the UK
- Ability to work within the Charity Commission Guidance on campaigning and the Lobbying Act
- Exceptional attention to detail, with an ability to maintain accurate records and follow and maintain project plans

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

- Project management skills

Knowledge

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

- An understanding of the current political landscape and knowledge and understanding of UK parliamentary process and legislative systems

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

- Knowledge of key policy areas relevant to the charity e.g. health, public health prevention or medical research policy

Role Information

Key internal working relationships

You will work closely with the following:

- All members of the Policy, Evidence and Influencing team and the Press PR and Celebrity team
- Director of Communications and Influencing
- Digital team
- Wear it Pink team
- Chief Executive

Key external working relationships

You will work closely with the following:

- Women and men affected by or at risk of breast cancer
- 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
- Numerous other charitable organisations and patient groups
- Relevant professional networks and membership bodies, for example AMRC

General information

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| Number of posts in the directorate | Circa 70 |
| Number of posts in the team | 17 |
| Location of role | Ibex House, 42-47 Minories, London EC3N 1DY |
| Hours of work | 35 per week, Monday to Friday |
| Contract type | Permanent |
| 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. |