

Job Description

The charity

Breast Cancer Now is the charity for everyone affected by breast cancer and is the UK's first comprehensive breast cancer charity. From research to care, Breast Cancer Now has people affected by breast cancer at its heart — providing support for today and hope for the future. We carry out world-class research, provide life-changing support and campaign 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. Our need for the support and engagement of a range of audiences to engage in, benefit from, amplify and support our cause has never been greater, and our ambition and commitment to support and champion people affected by breast cancer is unwavering.

Job title	Senior Press & PR Officer (Fundraising)
Directorate	Fundraising, Communications and Engagement
Team	Press, PR & Celebrity
Job title of reporting manager	Senior Press & PR Manager (Fundraising)
Job title(s) of direct reports	N/A
Document created (Month and Year)	December 2020

Overview of directorate

The newly formed Fundraising, Communications & Engagement Directorate at Breast Cancer Now has overall responsibility for communicating, engaging, and fundraising to key audiences across a range of channels. The Directorate leads on communicating the charity, its work and impact, to all those affected by the disease; their friends and family, and those audiences key to delivering impact. It provides high-quality, engaging information and communications about breast cancer and ways to engage with Breast Cancer Now.

The team leverages the strength of its bold brand, reputation, and cause to create compelling ways by which people can engage with and financially support Breast Cancer Now's work. The Directorate is led by patient voices from all parts of the population and champions their views and needs across a range of communications and platforms. The Directorate uses digital channels innovatively and effectively to drive effective service delivery, deliver information, and drive engagement and fundraising with supporters and partners.

The Directorate is responsible for delivering £12.7 million net income for the charity to continue its critical work to provide support for today and hope for tomorrow through a wide range of fundraising activities.

The Directorate works collaboratively with the public, patients, supporters, partners, influencers, celebrity scientists and healthcare professionals to develop communications, information and fundraising that builds awareness, trust, loyalty, passion, affinity, and influence.

The Directorate is responsible for the following key areas:

- Brand, Marketing & Communications
- Digital & Strategic Insight
- Press, PR & Celebrity
- Individual Giving & Supporter Operations
- Community & Events
- Corporate Partnerships
- Philanthropy & Special Events

All members of the Directorate work closely with the Services, Clinical, Research & Policy Directorate to understand the crucial work Breast Cancer Now does and to promote and amplify it widely, to drive more support and engagement for its continuation across key stakeholders.

Job purpose

The purpose of this role is to build profile for the charity's corporate partnerships and flagship fundraising PR campaigns to increase engagement and income that enables the charity to continue to be there for anyone affected by breast cancer – both through its care and support services, and to provide hope for the future through its world-class breast cancer research. Right now, the need for our work has never been greater due to the COVID-19 pandemic. We are committed to a renewed focus and ambition to significantly increase our reach and engagement amongst a range of audiences. We want to establish ourselves as the 'charity partner of choice' across both actual and potential supporters, and to build relationships that maximise support and income generation.

Key tasks and duties

- To lead on the creation, delivery and evaluation of PR plans and day-to-day activity for the charity's corporate partnerships to deliver impactful results that meet both parties' objectives.
- To lead on the creation, delivery and evaluation of PR plans and day-to-day activity for the charity's PR activity for flagship fundraising campaigns to deliver impactful results.
- To build and nurture trusted and influential relationships with the charity's fundraising supporters and corporate partners (particularly their press teams) to deliver most impactful results.
- To write impactful and newsworthy content including press releases, statements, letters to editors, blogs, and case study stories, ensuring appropriate internal sign off and issuing to relevant media outlets.

- To lead on organising events that support fundraising PR activity such as photocalls and launch events.
- To lead on building and nurturing strong, trusted working relationships with key journalists across national and regional UK media, and manage any media attending Breast Cancer Now events.
- Working with the Case Studies Lead, source, pitch and place case study stories in the media to demonstrate the need for and impact of our work, to increase engagement and income.
- Responsible for setting up media interviews and supporting spokespeople, including preparing and delivering written and verbal briefings to ensure 'on message' and impactful interviews.
- Working closely with colleagues across the communications directorate (especially digital and social media teams) to ensure all PR content is integrated across channels.
- To ensure the charity's voice, tone and key messages are applied consistently across content and align with our ambition to be a bold voice in breast cancer and the 'go to' organisation for comment and opinion.
- Participate in the press office out-of-hours on-call rota to respond quickly and effectively to media enquiries across all areas of the charity's work.
- To support the monitoring, reporting and evaluation of all PR activity and campaigns, including issuing the daily media coverage report sent to all staff.
- Support the Press & PR Officer (Fundraising) with the delivery of projects.
- 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:

- Relevant experience in a busy and fast-paced press office or news environment, juggling multiple priorities and working effectively both as part of a team and independently.
- An excellent understanding of media relations across national, broadcast, regional and consumer media, and with a proven track record of media successes.
- A strong understanding of external charity fundraising and corporate partnerships environment across the UK, and experience in responding to this to leverage media profile.
- An excellent track record of building and maintaining trusted and influential relationships with key stakeholders (e.g. journalists, supporters, donors, corporate partners).
- Demonstrable experience of developing, delivering and evaluating successful integrated media relations plans that support fundraising or consumer brand projects.

- Experience of navigating sign-off processes quickly and diplomatically to meet journalists' tight deadlines and corporate partners' deadlines.
- Experience working on and/or supporting on reputation/issues management, including the development of Q&As and statements.

Knowledge, Skills and Attributes

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

- Excellent written and verbal communications skills – in particular, the ability to produce a range of strong and engaging press materials.
- A strong sense of what makes a good news story, and an ability to identify opportunities to respond to external opportunities to build further profile.
- A proactive self-starter as well as being a collaborative and enthusiastic team player.
- The ability to remain calm under pressure.
- Excellent planning and organisational skills, with ability to meet tight deadlines and manage multiple and complex projects.
- Negotiation and influencing skills (across internal and external stakeholders) that enable you to build and secure opportunities that build engagement and generate income.
- Excellent planning and organisational skills, with the ability to prioritise work and handle conflicting demands and tight deadlines.

Role Information

Key internal working relationships

You will work closely with colleagues across the following teams:

- Press, PR & Celebrity
- Fundraising – Corporate, Partnerships, Fundraising Products, Philanthropy and Special Events, Individual Giving and Supporter Engagement
- Brand, Marketing and Communications
- Digital and Strategic Insight
- Clinical
- CEO Office

Key external working relationships

You will work closely with external stakeholders including:

- Corporate Partners and their PR teams/agencies;
Other supporters e.g. other charity press teams.

General information

Number of posts in the directorate	c120
Number of posts in the team	11
Location of role	Ibex House, 42-47 Minories, London EC3N 1DY, This role is currently home based due to the restrictions of the pandemic.
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.

December 2020