

## Job Description: Head of Communications, Campaigns and Awareness

<b>Organisation</b>	Neuroendocrine Cancer UK
<b>Department</b>	Communications, Campaigns and Awareness
<b>Reporting to</b>	Chief Executive
<b>Management Responsibilities</b>	1 Direct Report within team; co-management of NCUK Ambassadors
<b>Location</b>	Remote, with an expectation to meet in person at team meetings every quarter.
<b>Contract</b>	Permanent
<b>Hours</b>	3 days per week (22.5 hours) – days to be agreed with Manager but must be able to work on Mondays as this is a designated all-team crossover day.  Working hours are 9am – 5pm, however there will be an expectation of limited evening work eg. For Ambassador virtual meetings on a quarterly basis. TOIL would apply.
<b>Salary</b>	£45,000 - £50,000 pro rata for 22.5 hours/ week

### About Neuroendocrine Cancer UK

Neuroendocrine Cancer UK is the national charity dedicated to supporting people affected by neuroendocrine cancer. The organisation works to improve diagnosis, treatment, research and support for patients and families, while raising awareness of this complex disease among health professionals and the public.

### Role Purpose

The Head of Communications, Campaigns and Awareness will lead and shape Neuroendocrine Cancer UK's communications, public awareness and engagement activity - driving visibility, amplifying our voice, and building meaningful connections with patients, supporters, healthcare professionals and the wider public.

As a key strategic leader within the organisation, they will bring together and champion communications activity across NCUK, ensuring every campaign, message and engagement opportunity is insight-led, mission-driven, and aligned to our long-term ambitions. With patients at the heart of everything we do, the role will play a vital part in raising awareness, strengthening our profile, and helping drive lasting impact for the neuroendocrine cancer community.

## **About the Role**

The Head of Communications, Campaigns and Awareness will be the driving force behind Neuroendocrine Cancer UK's voice, visibility and influence. Leading our communications and engagement strategy, this role will shape how we connect with patients, supporters, healthcare professionals and the wider public - building powerful campaigns, growing awareness, and ensuring our message cuts through where it matters most.

At the heart of the organisation, you'll bring energy, creativity and strategic direction to everything from national awareness activity to day-to-day storytelling. You'll champion a clear, compelling narrative for NCUK, ensuring all communications are insight-led, mission-driven, and always centred around the experiences of patients and families affected by neuroendocrine cancer.

We're looking for an ambitious, ideas-driven communications leader who thrives in a fast-moving environment and loves making things happen. A natural relationship-builder and confident self-starter, you'll spot opportunities, inspire collaboration across teams, and turn complex messages into bold, engaging content and campaigns that deliver real impact.

This is a rare opportunity to shape the profile and future voice of a growing charity with big ambitions. One day you might be leading a major awareness campaign or securing media opportunities; the next, creating compelling digital content, supporting fundraising activity, or influencing strategic direction at senior level.

If you're a creative thinker, a brilliant communicator, and someone who wants their work to genuinely change lives, we'd love to hear from you.

## **Key Responsibilities**

### **Strategic Leadership**

- Develop and deliver a communications, campaigns, and awareness plan aligned to NCUK's 2030 Strategy
- Act as the organisation's lead communications advisor on messaging and positioning.
- Embed an insight-led, audience-focused approach across all communications activity

### **Grow NCUK's Reach & Engagement**

#### *Increasing awareness to support more patients*

- Increase NCUK's visibility across patient, supporter, and professional audiences via targeted PR, marketing, and awareness campaigns

- Lead digital and social media strategy to grow reach, engagement, strengthen community, and amplify key messages
- Oversee key engagement initiatives and events, including NCUK Hero's
- Promote NCUK's services clearly and consistently across all channels
- Align communications with service delivery to increase uptake
- Use audience insight and data (including Salesforce) to target activity effectively
- Lead and support marketing project delivery

### **Raise Awareness of Neuroendocrine Cancer (NC)**

*Improving recognition and reducing delays to diagnosis*

- Expand and evolve the *Invisible Cancer & Spotlight on neuroendocrine cancer* campaigns
- Promote GP and hospital outreach to support earlier recognition and referral
- Translate complex clinical and research information into accessible public messaging

### **Strengthen & Amplify the Patient Voice**

- Ensure authentic representation of patient experience across all communications
- Co-manage NCUK's Ambassadors
- Lead initiatives such as *Faces & Voices* to increase visibility of lived experience
- Deliver focus groups and engagement activity to better understand community needs

### **Campaigns, Content & Digital**

- Plan, deliver, and evaluate integrated, multi-channel campaigns
- Oversee content across digital, media, print, events, and the NCUK website
- Lead the ongoing development, management and optimisation of the NCUK website to ensure it remains engaging, current, accessible and audience-focused
- Manage and optimise social media performance using data and insight
- Ensure all content is accessible, inclusive, and audience-led
- Maintain a consistent organisational voice and strengthen brand positioning

## **Education & Information**

- Ensure high-quality resources for both patients and healthcare professionals
- Support the development of a new Healthcare Professional (HCP) website
- Collaborate with the Support team to deliver webinars and educational events

## **Understanding Our Community**

- Deliver focus groups and insight-gathering activity & use qualitative and Salesforce data to inform segmentation and targeting
- Undertake follow-up research to track changes in audience needs
- Translate research and data into clear, compelling stories
- Communicate unmet need effectively

## **Leadership, Coordination & Performance**

- Lead and develop the Communications, Campaigns & Awareness (CCA) function, with potential to grow the team over time
- Line manage and support CCA staff and co-manage (alongside the Ambassadors' Chair and the Director of Operations) NCUK's Ambassador network
- Establish KPIs, monitor performance, and use insight to drive continuous improvement
- Oversee key outputs (e.g. newsletters, campaigns, events, and organisational updates)
- Coordinate communications across the organisation to ensure consistency and impact
- Take ownership of the CCA budget, proactively managing the income and expenditure of resources within this area of the charity
- Play an active role as a member of the leadership team, demonstrating the values of NCUK and demonstrating our approach as One NCUK by working collaboratively with colleagues across the organisation
- Implement efficient planning and processes for communications delivery, in line with governance

## **Person Specification**

### **Essential**

- Significant experience in a senior communications, campaigns, or public engagement role
- A proven track record of delivering impactful awareness, marketing, and PR campaigns
- Strong digital and social media expertise (strategy, analytics, community growth)
- Experience leading website and content development
- Strong leadership and stakeholder management skills
- Excellent storytelling and messaging ability
- Strong design capabilities
- Experience using audience insight and data (e.g. CRM/Salesforce) to inform strategy

### **Desirable**

- Experience in the charity, health, or not-for-profit sector
- Experience engaging healthcare professionals and patient communities
- Experience working with ambassadors or volunteers
- Design and video editing skills