

# WHAT'S THE ROLE?

## COMMUNITY AWARENESS AND ENGAGEMENT MANAGER

I manage and build the charity's awareness and engagement functions, ensuring that we can get awareness messages to the men at highest risk of prostate cancer and that those men's voices shape our strategic direction. I deliver the operationalisation of the Lifesaving Conversations Programme to empower people to talk about prostate cancer risk. I develop and embed our community engagement function to build trust and engagement with Black communities and narrow the health inequalities faced by Black men.

### AS PART OF YOUR ROLE YOU'LL

- Develop and manage the Lifesaving Conversations programme, supporting individuals to raise awareness of prostate cancer risk
- Manage our Black Health Equity Engagement staff, ensuring that we have a clear programme of activity to build trust and engagement with Black communities, including recruiting more Black volunteers to reflect the increased risk and impact of prostate cancer on Black men
- Ensure that the voices of men with lived experience of prostate cancer, those at risk and their loved ones can shape the charity's strategic direction
- Manage volunteers raising awareness in their communities, including developing and delivering awareness role-specific training for volunteers
- Evaluate and measure the impact of our work in engagement and awareness
- Make it easy for the public to raise awareness with a self-service suite of tools
- Triage requests for support to raise awareness and in partnership with other teams provide bespoke solutions for priority audiences
- Work collaboratively with the Volunteer Experience Manager in communications, supporter journeys, and developing community networks for volunteers
- Collaborate with Health Influencing colleagues where Lifesaving Conversations and community awareness volunteers can support strategic objectives
- Maintain high quality data ensuring information is gathered and recorded in accordance with the requirements of the GDPR and Prostate Cancer UK policy
- Support the development of work across our strategic goals and promote this across all services.
- Coach and develop your team to achieve fantastic results and progress their skills and capabilities.

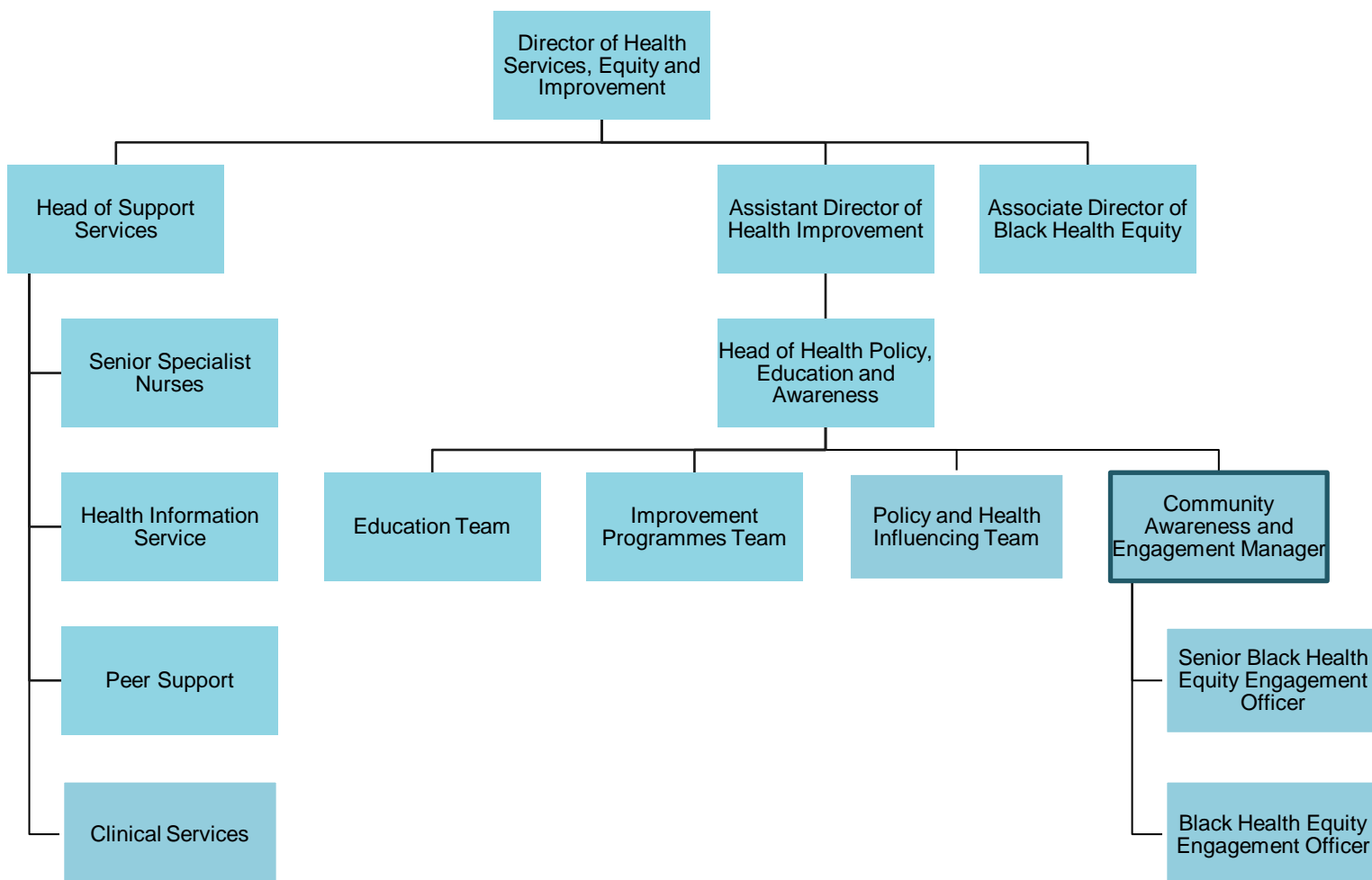
## WHO YOU ARE

- Have an excellent understanding of how health inequalities impact engagement with healthcare and experience of successfully engaging communities impacted by health inequalities (particularly Black communities)
- Possess excellent project management skills, including working with multiple stakeholders
- A strong communicator, both verbally and in writing, across a range of channels
- Able to think beyond traditional volunteering activity to support a broad approach to increase health awareness
- Able to develop relationships and confident in engaging communities and stakeholders (including healthcare professionals)
- Understand and have empathy with men and their families who experience the impact of prostate cancer
- Ideally a current or past volunteer for a charity
- Strong budget management
- Excellent people management skill including line management experience and managing teams across more than one location
- Role model our organisational values and behaviours and fostering an inclusive culture, championing diversity and inclusion across the organisation and beyond actively leading on our commitment to equity, diversity, inclusion and allyship
- You are comfortable moving at a fast pace and can adapt quickly to changing situations.
- Working knowledge of standard IT packages including Microsoft Word, Excel and PowerPoint and technology packages that support learning interventions

# YOUR ROLE: THE NUTS AND BOLTS

- Your line manager:** Head of Health Policy, Education and Awareness
- Pay Band:** Band 4 - Manager
- Contract:** Permanent
- Hours:** Full Time (flexible working is available around our hybrid policy)
- Budget:** This role is assigned a budget which varies annually
- Location:** Hybrid working – a combination of remote and in-person working at our London Bridge office. You'd need to be in the office four days a month and we may need you to come in for specific meeting

## WHERE DOES MY ROLE FIT IN THE ORGANISATION?

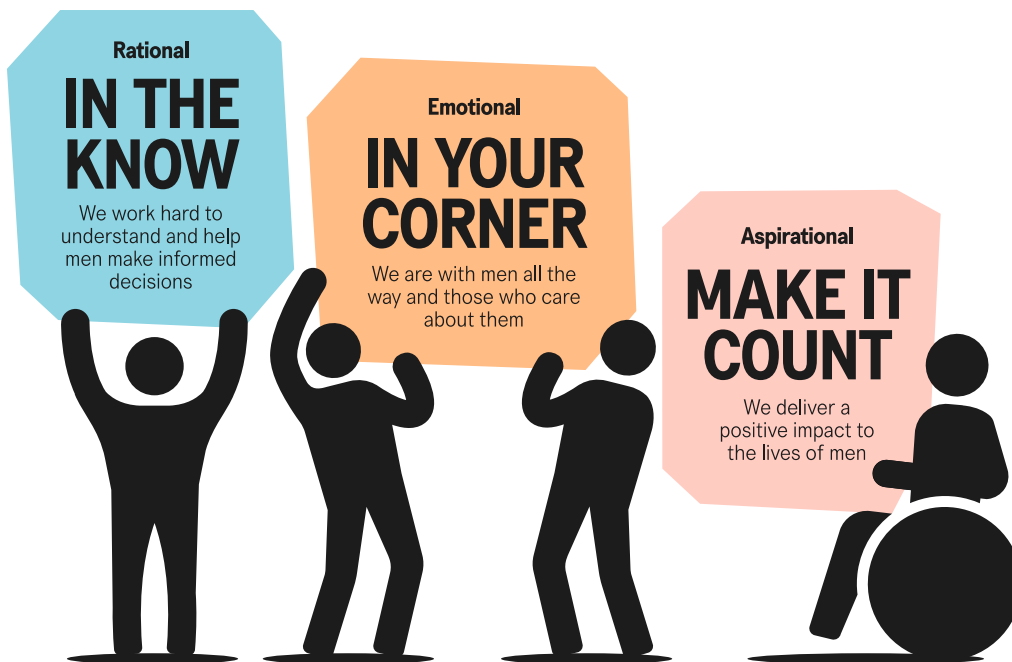


# OUR CULTURE

## VALUES AND BEHAVIOURS

Our values and behaviours help us make decisions, work together and guide the sorts of conversations we have on a day-to-day basis. They underpin our brand identity and give us a shared understanding of who we are and how we work together to create positive change, every day.

## OUR VALUES



## OUR BEHAVIOURS

RATIONAL	EMOTIONAL	ASPIRATIONAL
<p><b>GENEROUS WITH KNOWLEDGE</b> Switched on and well-connected, we share our expertise and make informed decisions.</p>	<p><b>GOT YOUR BACK</b> Unembarrassed and reassuring, we listen, understand and stand up for those in need.</p>	<p><b>DO WHAT MATTERS</b> Impossible to ignore, we focus on what matters to drive results and maximise our impact.</p>
<p><b>NATURALLY CURIOUS</b> Constantly learning and hungry for knowledge, we challenge and push for answers.</p>	<p><b>OPEN TO ALL</b> Inclusive and open-minded, we recognise everyone is unique and embrace different perspectives.</p>	<p><b>NEVER SETTLE</b> Fired up and determined to make a difference in everything we do – and driven to give our best.</p>