

Celebrity and Influencer Lead

It's an exciting time to join Blood Cancer UK. Brand awareness and income have increased significantly over the last few years, enabling us to fund more research, but we still have a long way to go to bring forward the day where no-one dies of blood cancer or its treatments.

Our strategy has set ambitious goals to reach and engage a much larger and more diverse range of people who care about blood cancer. We're looking for a talented individual who can help us deliver against this by growing and nurturing a portfolio of engaged celebrities and influencers who care about our cause and want to help us raise our profile.

You'll play a vital role by identifying and engaging the right people to support campaigns, fundraising and special events, as well as helping to raise awareness of blood cancer as a condition and Blood Cancer UK more generally.

You'll be an enthusiastic member of the Communications team but will work with colleagues right across the organisation. An expert in relationship management, you'll use your skills and expertise to harness the passion of celebrities and influencers to help us deliver on our mission to beat blood cancer in a generation.

Blood Cancer UK values diversity and is an equal opportunities employer





We welcome applications to work full time or four days a week, please specify in your cover letter.

The closing date for this exciting opportunity is: **9am on 17 September, 2024**

Please note that we may bring forward the closing date at our discretion

WHY WORK AT BLOOD CANCER UK?

We started because of Susan, we'll get there because of you.

Blood Cancer UK was started by one family who lost their daughter, Susan, to blood cancer, and that history and sense of family continues to shape who we are today. When you join Blood Cancer UK, you don't just become an organisational employee – you become part of a collaborative community dedicated to funding research into beating blood cancer that includes some of the most inspiring people you'll ever meet.

And we're not that far away from beating blood cancer. We're confident we can do it within the next generation, and this makes us hugely ambitious and gives us a sense of real urgency. It also means we're changing quickly as an organisation as we constantly challenge ourselves and strive to become more and more effective. This pace of change means working here isn't for everyone. But if you're excited by the chance to work in a fast-paced, agile and supportive environment with the focus and ambition to beat blood cancer this could be the place for you! We focus on results rather than time spent at a desk, so we deliver more for people affected by blood cancer.

Blood Cancer UK offers the chance to work for and with people affected by blood cancer, and the opportunity to advance your career and develop your skillset whilst taking on exciting new challenges and making your mark.

ABOUT US

We are Blood Cancer UK, and we want to change the world for all blood cancer patients. Every year we stop more people dying of blood cancer and our researchers are even working to stop people developing blood cancer in the first place.

We're the UK's specialist blood cancer charity and our vision is clear: we're here to beat blood cancer and we've been working to do this since 1960.

We fund world-class research; provide information and support to patients and their loved ones; and raise awareness of blood cancer. Since 1960 we have invested more than £500 million in



blood cancer research in the UK. Where we've invested, survival rates and quality of life have improved.

We're proud to say that UK blood cancer research leads the world, thanks to the money we've been able to invest because of our supporters and fundraising. But we still have so much more to do: blood cancer is the 5th most common cancer and sadly it is the 3rd biggest cancer killer in the UK claiming more lives than either breast or prostate cancer.

We improve the lives of blood cancer patients with cancers such as leukaemia, lymphoma and myeloma because we believe everyone should be able to live their life to the full. We've been working to beat blood cancer for over 50 years and we won't stop until we do. Be a part of our story and help us change the world.

AGILE WORKING

Working agile means we changed from having a culture where people are expected to be in the office from 9am to 5pm to one where we're much more focused on what they deliver. We've built a positive culture where autonomy, trust, wellbeing and flexibility allow us to recruit and retain the very best people.

Above all, agile working is about treating people like adults. If you want to go to your child's assembly or a personal appointment and make up the time later, then fine. If you have a report to write and want to spend the day in a coffee shop because that's where you do your best work, that's fine, too.

Equally, there will be times when you'll put in extra hours during a busy period, and for some of us working in the office means we perform our roles to the best of our ability. We also have colleagues with roles which mean they hardly ever work in the office. Agile means we can all balance trust and autonomy with responsibility and accountability.

Underpinning this are our organisational agile principles, which are:

- We focus on delivering outcomes for people affected by blood cancer, whether that be in person or virtually
- We create spaces for our people to do their very best work
- We connect in person when it matters to deliver for people affected by blood cancer
- We provide collaboration and spaces for our staff, teams and supporters
- We make good use of virtual working
- We constantly review these principles and adjust them always making sure we continually deliver for people affected by blood cancer

Within each team, there are practical agile resources and principles, which give everyone a framework to make values based decisions on when and where they work from.

This approach means better work-life balance, making it easier for us to attract brilliant people, and to make sure that once they're here they want to stay. And becoming more focused on the results will mean we deliver more for people affected by blood cancer.



We work in an agile way because it will help us deliver more for people with blood cancer. This is because:

- We have the ability to make decisions about the most effective way to achieve our targets
- Agile working allows for better work-life balance = better recruitment and better retention of staff
- It supports diversity and wellbeing within the workplace – e.g. non-neurotypical employees, mental health, extroverts and introverts
- One size doesn't fit all! We're all different, with different strengths
- We want everyone who works at Blood Cancer UK to be able to thrive at work, and do the best work they possibly can

Please talk to us about this if you'd like to discuss how it might work for the role you are applying for, either before you apply, or as part of the application process. For the majority of our roles, you can choose whether and how often you work in our offices. Some roles will require travel to ensure you can fully deliver the role. This is specified in the role description below. As an organisation, we all meet up in person for our all-staff Away Days.

TRAVEL EXPENSES

For the majority of roles, your contractual place of work will be one of our offices. Very few of our roles require staff to work from an office, and so individuals are able to choose where they wish to live. For travel expenses purposes, this means that we do not pay for travel into your contractual place of work (your commute). And if you have to travel to another location for your role, you'd be able to claim the difference between a normal journey to your contractual place of work, and the new location.

Majority of our roles can be performed hybrid which means you will be required to **attend the office 2-4 days per month or 6-8 day per quarter** Travel costs to your contracted office will be at your own expense. During times of peak organisational activity, or where additional opportunities (such as reactive media) arise, more frequent travel may be required.

JOB DESCRIPTION AND PERSON SPECIFICATION

Role	Celebrity and Influencer Lead	Location	Hybrid / London office
Contract Type	Full time, but open to 4 days / week for the right candidate	Contract Length	Permanent
Salary	£40k	Intended start date	ASAP

CONTEXT

At Blood Cancer UK we have a proud history of celebrity engagement, including the first ever celebrity team in the London Marathon. And in recent years we've worked with a



wide range of celebrities, from the cast of Calendar Girls to household names such as Stephen Fry and several well-known sports personalities.

We have a small group of core celebrity supporters who are passionate about our work to bring forward the day when blood cancer is beaten. However, much of our wider celebrity involvement over the last few years has been somewhat transactional in nature and the influencer market remains largely untapped.

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This role – you - will be responsible for deepening the level of involvement of our existing group and developing new relationships to build a larger portfolio of engaged celebrities and influencers who care about our cause.

Celebrities and influencers have the power to have a transformational impact for people affected by blood cancer, by raising awareness of blood cancer and Blood Cancer UK, campaigning for better healthcare, and helping us raise money to fund research.

You'll be a real team player, comfortable working collaboratively in cross functional teams, particularly across Fundraising and Communications. You'll have exceptional relationship management, stewardship and communications skills, a passion for our cause and proven experience of engaging and motivating celebrities and influencers to make a huge difference for charitable causes.

KEY RELATIONSHIPS

Reports to	Deputy Director of Communications (<i>note this is an interim reporting arrangement whilst the Senior External Communications Manager is on maternity leave</i>) with a dotted line to Gemma Howell, Head of Philanthropy
Line management responsibilities	N/A
Key relationships	Internal contacts: Brand and Communications teams, Social Media Officer, special events, philanthropy and partnerships fundraising teams External contacts: Celebrities, influencers, agents, PR, and communications agencies we use to help us establish the blood cancer category

MAIN RESPONSIBILITIES

Transformational growth

- Working closely with the Brand Strategy team, draft and implement an overarching celebrity and influencer strategy, setting out an organisation-wide



approach to maintaining and building relationships with celebrities/influencers who will resonate with our target audiences, in line with Blood Cancer UK's organisational strategy.

- Work closely the Head of Brand & Strategy and Mass Marketing colleagues to identify opportunities for influencer marketing that could increase our reach and engagement amongst target audiences, including those affected and healthcare professionals.
- Work with colleagues, particularly the Media Relations Manager and Social Media Officer, to maximise the reach and impact of celebrity support through earned and social media, including via their own channels.
- Work closely with the Head of Philanthropy and colleagues across Fundraising to identify and engage celebrities and influencers most likely to support our fundraising activities, from special events to high profile corporate partnerships.
- Collaborate with colleagues across the organisation, often as part of cross functional teams, to achieve shared goals, ensuring we identify the celebrities and influencers most likely to resonate with our audiences and that we're working with them in a way that uses their skills and reach to maximise impact for people affected by blood cancer.

Relationship management and stewardship

- Identify and build strong, long-lasting relationships with potential new celebrity/influencer supporters who will drive engagement with our target audiences.
- Build and nourish strong relationships with existing celebrity/influencer supporters, identifying opportunities to deepen their understanding of and connection to both blood cancer and our work.
- Develop relationships with journalists and professionals working in the entertainment industry such as celebrity bookers, publicists, picture agencies and entertainment journalists.

Due diligence and reporting

- Be responsible for undertaking due diligence around celebrities and influencers we work with, protecting the organisational reputation.
- Maintain records of all celebrity/influencer interaction and engagement in accordance with organisational tools and processes.
- Monitor, evaluate and report on the level and impact of celebrity and influencer support.

Communications

- Tell powerful stories of celebrity/ influencers' connection to blood cancer and why Blood Cancer UK's work is so important.
- Craft copy including short scripts, social posts, press releases and pitches associated with celebrities and influencers.

THINGS WE ALL DO

- Promote Blood Cancer UK's vision, mission and core values



- Attend and assist at Blood Cancer UK events and activities as required (NB this can involve evening and weekend work)
- Be an effective ambassador for Blood Cancer UK at any activity you attend
- Develop an in-depth understanding of our work
- Follow the principles of LEAN
- All staff are expected to adhere to Blood Cancer UK s policies and procedures
- Do any other reasonable things your manager needs you to do
- We work in partnership with our community by actively involving people affected by blood cancer in the decisions we make about our work – what we do and how we do it

PERSON SPECIFICATION

Skills knowledge and experience
Essential
Excellent knowledge of the celebrity and influencer landscape, with experience of identifying celebrities and influencers that will reach and engage specific audiences
Experience of building and maintaining a portfolio of high-profile celebrity supporters, working directly with celebrities, influencers and associated agents from onboarding to stewarding long lasting relationships that deliver results
Experience booking celebrities for events and working with external freelancers to support on this during periods of high demand
A clear demonstration of the ability to work with and manage expectations of supporters, committees and celebrities to deliver impactful results
A creative approach to matching celebrity and influencer skills and interests to activities and opportunities
Experience of bringing to life celebrity and influencer stories through earned and organic channels
Experience of cultivating and stewarding celebrity ambassadors and preparing them for media interviews
Exceptional relationship management and stewardship skills
Ability to develop a good understanding of blood cancer and of our work to beat it
Experience of cross team collaboration; building and maintaining good working relationships with colleagues to foster team spirit, commitment to the team and achievement of shared goals
A commitment to equal opportunities and diversity and the aims and values of Blood Cancer UK
Excellent communication skills
Good knowledge of social media and media
Experience of using organisational databases to record and track contacts
Confident using data and insight to improve performance and make decisions, including tracking and reporting on the impact of celebrity/influencer activity
Fluent with digital collaboration tools to meet, share and collaborate with colleagues



Commitment to understanding users' and audiences' needs and behaviours, and developing products, campaigns, services and communications based on meeting these needs

A positive attitude to technology, insight and data, including an enthusiasm to use new technologies and ways of working to deliver team/individual objectives

Understanding of personal data under the principles of GDPR

A collaborative approach to working with other teams

Able to consider barriers users might face in using our products and services, and use this insight to make sure they are accessible to everyone

We are committed to actively promoting equality, diversity, and inclusivity. Read our statement which reflects our strong drive to change in this area:

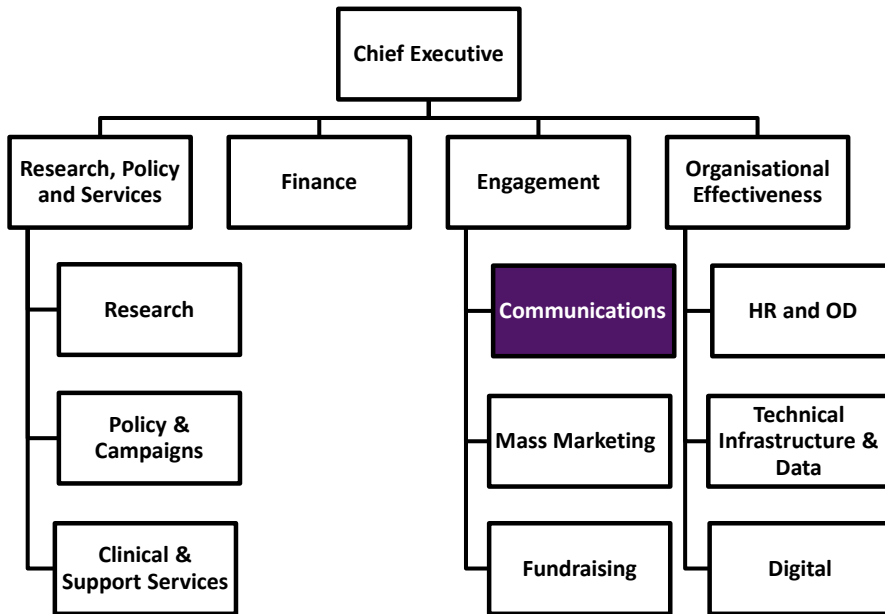
<https://bloodcancer.org.uk/about-us/equality-diversity-commitment/>

To this end we would welcome approaches from individuals from underrepresented groups, including minority communities, and applicants with a disability, to better reflect the community we serve and help broaden our perspectives.

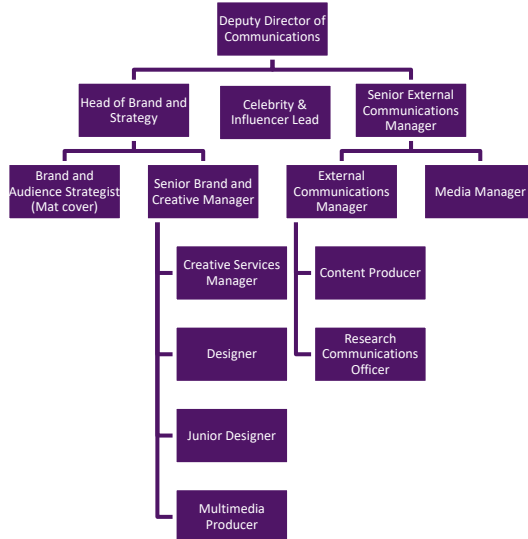


THE TEAM ORGANOGRAM

Now you have read about the role, to help you get a better feel of where it sits in Blood Cancer UK, here is a simplified organogram.



Communications department





SHORTLISTING AND INTERVIEWS

Blood Cancer UK is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. If you're shortlisted for a role, you'll receive an invitation to the next stage, which might be either a telephone interview, or a face-to-face interview. We'll send you all the details you need. We usually have a maximum of a three-stage process if you're shortlisted.

We're a part of the disability confident scheme and will guarantee to interview candidates with a disability whose application meets the minimum criteria of the role as detailed under the person specification.

If you require any reasonable adjustments to be made as part of the application process, please email us on recruitment@bloodcancer.org.uk and we'll discuss this further with you.

We'll always let you know the outcome of your application. We'll also always give feedback to anyone who is shortlisted and interviews with us. Usually, we're unable to provide feedback to anyone who doesn't get to interview stage.

To apply:

We ask you to send us a CV and cover letter via our recruitment system. The link is on our vacancy page. In your cover letter, we'd like to know why you're interested in working with us at Blood Cancer UK. It's also helpful if you tell us why you think you are a great candidate for this role. Your cover letter doesn't have to be too long, 1-2 pages is ideal.

We use a blind shortlisting process for initial applications. This means that when you apply, the hiring manager cannot see any of your personal details, for example, your name, your contact details, or any equality and diversity data that you provide. Our recruitment system takes care of this, so you can just upload your CV as normal. It's easier for our system to read CVs which don't have any additional formatting. So if you can, avoid adding symbols, or pictures into your CV.

FOR FURTHER INFORMATION ABOUT US

See our website www.bloodcancer.org.uk



THE GOOD STUFF WORKING AT BLOOD CANCER UK

Apart from all the hard work we do, there are some really good benefits to working at Blood Cancer UK. Here are just a few:

<p>Annual leave Entitlement is 30 days per year, in addition to bank/public holidays. In addition, we all have an annual entitlement of five wellbeing days per person.</p>	<p>Personal development Development is really important to us and there are a variety of options available to staff at Blood Cancer UK.</p>
<p>Family leave We offer enhanced pay during maternity, paternity and shared parental leave.</p>	<p>Interest free season ticket loan We pay for the ticket and you repay the money out of your monthly salary.</p>
<p>Pension When you join us we'll automatically enrol you onto our pension scheme, which is run by Aegon. This can be increased through length of service.</p>	<p>Agile working We value results and outcomes and support this with an agile working policy. Where and when you work is managed by you.</p>
<p>Employee Assistance Programme Offers support information, expert advice and specialist counselling to help you prepare for life's predictable milestones.</p>	<p>Ride2work scheme This allows you to obtain a new bike to use to ride to work. You can then repay it through your salary.</p>
<p>Life assurance Although we don't like to think about it, should something happen to you while working for Blood Cancer UK we have life assurance for staff.</p>	<p>Interest-free loan This allows you to take an interest-free loan of up to £1,000, and repay this over up to 12 months through your monthly salary</p>