

Role Profile

Details	
Job Title:	Communications Officer
Job Grade:	Officer
Reports to:	PR Manager
Based in:	Harrogate – with frequent travel within the Yorkshire region
Hours:	Full time, 37 hours
Overall purpose	
<p>Reporting to the PR manager, the Communications Officer is responsible for planning and delivering a wide range of communications that help:</p> <ul style="list-style-type: none"> • Contribute to increased brand awareness of the charity • Reach new audiences in Yorkshire • Demonstrate the charity’s expertise and impact • Educate the public about cancer prevention, signs, symptoms and screening • Support generation of income 	
Key responsibilities	
<p>Media engagement</p> <ul style="list-style-type: none"> • Plan, research, create and distribute creative media content, including press releases, blog posts, case studies and videos, to support research, services, cancer insight, fundraising, events, retail, corporate partnerships and campaigns. • Adopt a multi-media approach, considering digital platforms in all content development. • Proactively seek, identify and engage in media opportunities, such as attending events, organising photo opportunities and meeting face-to-face with case studies. Brief colleagues such as the Social and Digital Officer, Digital Marketing Officer and Graphic Designer to deliver supporting assets for PR activity. • Provide copywriting support for key communications campaigns. • Support internal communication activities and campaigns within the charity. • Manage third-party suppliers such as photographers and film production agencies, obtaining quotes, providing clear briefings and ensuring work is delivered on time and within budget. • Secure approval for all content from both internal and external stakeholders, evaluating comments and amends and making changes which are applicable. • Lead the implementation of the charity’s Permissions Process for PR photos and videos and provide support and training for colleagues across the charity. <p>Media relations</p> <ul style="list-style-type: none"> • Respond to press enquiries efficiently and to a high standard. Understand which media enquiries are appropriate for the charity’s brand and key messages and those which are not, so that the charity prioritises only those which are value-adding. 	

- Organise TV, radio and press interview opportunities for the Chief Executive, Directors and Heads of. Prepare clear briefings for interviewees.
- Organise media events in line with the PR plan and clearly brief colleagues, attendees, media and third-party agencies on behalf of the charity.
- Work with the charity's Cancer Insight Team to develop reactive positioning statements and media releases.
- Coordinate proactive media communications, seeking input and approval for both content and timings from internal and external stakeholders in line with the charity's approval process.
- Ensure media activity led by partner organisations aligns with the charity's key messages and objectives and is approved in a timely manner.

Collaboration

- Lead the delivery of the PR component of integrated campaigns, collaborating with other teams, briefing third-party agencies where necessary and ensuring work is delivered on time and within budget.
- Develop media activities in collaboration with colleagues across the charity, seeking and identifying opportunities to publicise the charity.
- Proactively seek out opportunities to develop positive relationships with the charity's key stakeholders, including funded researchers and healthcare professionals, volunteers, fundraisers and patients.

Brand ambassador

- Demonstrate and convey professionalism at all times and represent the charity when communicating with the media, members of the public, volunteers and supporters to demonstrate the charity's core values.
- Ensure PR communications convey the charity's key messages and reinforce the charity's core values.

Monitoring, evaluation and reporting

- Monitor and evaluate the charity's media coverage and the digital impact of PR content, providing a monthly media clippings report.
- Provide PR input to the charity's Leadership Team, Board reports and performance dashboards.
- Prepare presentations to share with the wider charity.
- Regularly update colleagues on the charity's recent developments and initiatives, keeping them informed and motivated.

Other duties

- Use the charity's finance system to raise Purchase Orders for approval and ensure these are shared in a timely manner with third-party suppliers.
- Maintain continuous awareness of industry news and regularly update colleagues on key developments.
- Undertake other duties relevant to the purpose of the role as requested.

Qualifications

- Educated to a degree or equivalent level of education, or have relevant experience in a similar role at a similar level.

Knowledge and experience

- Previous media experience, whether through journalism or a PR / in house media assistant role.
- Experience in simplifying complex content into digestible and accessible forms for multiple audiences.
- Experience in building relationships with colleagues and journalists and managing media opportunities such as interviews, broadcast opportunities and photocalls.

Skills and abilities

- Ability to write compelling copy for multiple audiences, and media channels, often translating complicated information into a format that is easily understood by readers.
- An agile media mind, able to spot the key story line that will maximise the possibility of media coverage and attract the attention of the media.
- Skilled in digital and social media, and able to integrate digital channels into planned and reactive media opportunities.
- An evaluative mindset, supporting continual improvement by analysing coverage and associated data from media activity.
- Able to keep a calm head when faced with a reactive media situation in a manner that best protects the reputation of the charity
- A thoughtful and empathetic outlook, able to engage with people affected by cancer with sensitivity and respect.
- A collaborative team player, who shows flexibility and an eagerness for new challenges.

Other requirements

- Ability to travel across the Yorkshire region.
- Proof of your eligibility to work in the UK.
- Professional qualification check and DBS check (to be undertaken once the role is offered and accepted).

DBS Check Level

- This role requires a DBS check at basic level.

Values and Behaviours

- Passionate about the values of Yorkshire Cancer Research (see 'Our Values' below).
- Safeguarding is the responsibility of all employees who must remain aware and vigilant to potential safeguarding breaches and always report any suspicions or incidents following our internal reporting guidelines which will be shared during induction.
- Yorkshire Cancer Research operates a strict 'no smoking' policy throughout our premises, car parks and vehicles. Staff must not smoke whilst wearing charity

branded clothing or whilst on duty. If the post holder chooses to, the charity will help and support them to stop completely or temporarily abstain from smoking during their working hours.

Our Values & Behaviours

Our values



Our Behaviours

	Behaviours
Here for Yorkshire	<p>The needs of people in Yorkshire come first</p> <p>Yorkshire Cancer Research exists to prevent diagnose and treat cancer in Yorkshire. The needs and interests of people in Yorkshire are at the forefront of what we do, how we think and how we act.</p> <p>People are the heart of everything we do</p> <p>When we develop new plans, projects and activities, we actively seek patient, supporter and/or customer input to inform our approach and decision-making.</p>
United by the Cause	<p>United by the need to <i>Give Yorkshire More Life to Live</i></p> <p>We are transparent and open in what we do and what we say, uniting to support one another in achieving our shared goals.</p> <p>We collaborate with each other and other organisations</p> <p>We work to build relationships based on trust and collaboration. We seek to understand the needs and objectives of others to establish the common ground and agree how we can work together to benefit people in Yorkshire.</p>

<p>Think Big and Bold</p>	<p>We deliver world-leading research and services</p> <p>We evaluate worldwide research and we test and we learn in order to drive the greatest advances and impact in cancer research and services. We promote a culture of continual improvement and innovation.</p> <p>We dare to think differently to Give Yorkshire More Life To Live</p> <p>We are ambitious and not afraid to try something new or difficult when it comes to achieving our goals.</p> <p>Nor are we afraid to make difficult decisions when they are in the best interests of those we exist to serve; the people of Yorkshire.</p>
<p>Making it Happen</p>	<p>We create and build solutions</p> <p>We are focused on understanding the impact of our work and the difference it is making. We ensure we are always pushing forward the achievement of our charity's vision.</p> <p>We approach our work with positivity, energy and drive</p> <p>We see every challenge as an opportunity to provide a solution.</p> <p>When it comes to preventing, diagnosis and treating cancer, we deliver pioneering solutions <i>To Give Yorkshire More Life To Live</i>.</p> <p>We pursue our goals with enthusiasm and commitment; always asking 'Can I, and can we, do more?'.</p>

YORKSHIRE CANCER RESEACH

Job Applicant Privacy Notice

Data controller: Yorkshire Cancer Research (the Charity)

As part of any recruitment process, the Charity collects and processes personal data relating to job applicants. The Charity is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

What information does the Charity collect?

The Charity collects a range of information about you. This includes but is not limited to:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

The Charity collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The Charity will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks. The Charity will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

Why does the Charity process personal data?

The Charity needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the Charity needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The Charity has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Charity to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Charity may also need to process data from job applicants to respond to and defend against legal claims.

Where the Charity relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Charity processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Charity processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

The Charity is obliged to seek information about criminal convictions and offences. Where the Charity seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, the Charity will keep your personal data on file in case there are future employment opportunities for which you may be suited. The Charity will ask for your consent before it keeps your data for this purpose, and you are free to withdraw your consent at any time.

Who has access to data?

Your information will be shared internally for the purposes of the recruitment process. This includes members of the HR and senior executive teams, interviewers involved in the recruitment process, managers in the Charity's team with the vacancy and IT staff if access to the data is necessary for the performance of their roles.

The Charity will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Charity will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and the Disclosure and Barring Service to obtain necessary criminal records checks.

The Charity will not transfer your data outside the United Kingdom.

How does the Charity protect data?

The Charity takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties. The Charity has a Data Protection Policy and an ICT Acceptable Use Policy which apply to all its employees.

For how long does the Charity keep data?

If your application for employment is unsuccessful, the Charity will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow the organisation to keep your personal data on file, the Charity will hold your data on file for a further period of 6 months for consideration for future employment opportunities. At the end of that period or once you withdraw your consent, your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new employee privacy statement.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the Charity to change incorrect or incomplete data;
- require the Charity to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the Charity is relying on its legitimate interests as the legal ground for processing; and
- ask the Charity to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Charity's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact the Charity's Company Secretary, Joanne Mornin (joanne.mornin@ycr.org.uk)

You can make a subject access request by contacting the Company Secretary.

If you believe that the Charity has not complied with your data protection rights, you can complain to the Information Commissioner.

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data to the Charity during the recruitment process. However, if you do not provide the information, the Charity may not be able to process your application properly or at all.

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