

Communications and PR Manager



**Weston
Park**

Cancer Charity

Together at every step.

Working here

Position:	Communications and PR Manager – Grade 5
Reporting to:	Marketing Manager
Responsible for:	N/A
Job location:	Primary base on site; Weston Park Cancer Charity Hub, Whitham Road, Weston Park Cancer Support, Northumberland Road, Sheffield or Cavendish Support Centre, Wilkinson Street with some remote working. Event site working as required across South Yorkshire with occasional national events.
Hours:	Full-time/37.5 hrs per week
Salary:	Scale from £32,889 - £38,978 per annum <i>Our standard policy is to recruit at the bottom of the salary band, unless significant relevant experience can be demonstrated.</i>
Contract length:	Permanent
Number of Posts:	1

What we do

For one in two of us, cancer will change everything.

When it does, so can we.

Weston Park Cancer Charity is here to face cancer with you. Our services, advice and support are for you and the people close to you, helping everyone to live with and beyond cancer. The funds we raise also support vital, pioneering research and clinical trials led by the exceptional medical experts at Weston Park Cancer Centre. It's our job to care in every sense for our patients and their families. Our help is free, and we're here for you, together every step.

Main purpose of post

This is a new role for the marketing team at Weston Park Cancer Charity. The Communications and PR Manager will play a critical role in telling our story, championing our mission, and amplifying the voices of patients, families, clinicians and supporters.

To lead and deliver impactful, brand-building communications and PR activity that increases awareness, deepens engagement, and strengthens Weston Park Cancer Charity's reputation across South Yorkshire and beyond. The Communications and PR Manager will work closely with the Marketing Manager, Campaigns Manager and Digital Marketing and Social Media Officer to create compelling copy for charity news stories, press releases and campaigns, ensuring consistent and meaningful communication across channels.

This role will:

Communications Strategy & Planning

- Support the Marketing Manager in delivering the annual marketing plan through communications and PR opportunities.
- Support the Campaign Manager with the charity's multi-channel campaigns that raise awareness of services, research, events, and fundraising initiatives.
- Monitor and evaluate performance of communications activity, using insight and data to inform continuous improvement.

Media Relations & PR

- Build, maintain and grow strong relationships with local, regional, and national media.
- Act as first point of contact for media enquiries and manage press office activity.
- Lead proactive PR campaigns to highlight the charity's work, impact and partnerships.
- Prepare press releases, statements, briefings and media packs.
- Support senior leaders and spokespeople with media interviews and messaging.

Communications & Storytelling

- Oversee the creation of high-quality communications across all external channels – website, newsletters and print materials.
- Support the delivery of communications through the charity's digital channels by working closely with the Digital Marketing and Social Media Officer.
- Provide oversight on social media messaging, online storytelling, and website content.
- Lead on gathering patient, supporter and staff stories, ensuring sensitivity and ethical storytelling.
- Produce compelling copy that strengthens the charity's brand and inspires action.

Brand & Reputation Management

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- Provide staff members with regular training on the charity's tone of voice, ensuring high standards of output.
- Ensure consistent application of the charity's brand identity, tone of voice and key organisational priorities.
- Protect and enhance the organisation's reputation through effective issues management.
- Work with the Marketing manager and Leadership team as needed on reviewing and updating the charity's strategy, tone of voice and branding.

Stakeholder Engagement & Team Support

- Work collaboratively with clinical partners, fundraisers, volunteers, ambassadors, and community groups.
- Support internal communications to strengthen engagement across teams.
- Represent the charity at events, briefings, and partnership meetings where required.
- Represent the Marketing Manager/Campaign Manager and support the marketing team as needed during annual leave/sick leave.

What you do

We are seeking a highly motivated individual who shares our values to join Weston Park Cancer Charity's busy marketing team. Our Communications and PR Manager will play a vital part of our team and help us to deliver our vision: a better life for those living with, and beyond, cancer in our region.

General Responsibilities

Every employee is required to:

- Adhere to, and comply with, organisational policies, procedures and guidelines at all times.
- Take all reasonable steps to manage and promote a safe and healthy working environment which is free from discrimination.
- Comply with the organisational policy on confidentiality, and the General Data Protection Regulations
- Respect the confidentiality and privacy of donors, guests and staff at all times.
- Maintain a constant awareness of health, welfare and safety issues affecting colleagues, patients, volunteers, visitors and themselves.
- Participate in personal and organisational training and development and performance framework meetings

The above is not an exhaustive list of duties, and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Our Total Rewards Package

Our Total Rewards Package is the result of staff feedback and best practice across the charity, public and private sectors. Some of our key benefits, depending on eligibility, include:

- 27 days (plus bank holidays) annual leave
- Option to purchase additional five working days per year
- Westfield Health level 4 coverage
- 12 weeks maternity leave at 100% pay and an additional 6 weeks at 50%
- Up to 2 weeks full paternity pay
- NHS benefits
- Hybrid working
- A minimum 4% employee / 6% employer contribution through our Auto Enrol private pension scheme. *Tax relief is automatically claimed for the staff member.
- Death in service cover

Who you are

Methods of Assessment:

A = Application

I = Interview

R = References

T = Test/Presentation

	Essential	Desirable	Assessment
QUALIFICATIONS AND EXPERIENCE			
Educated to degree level or equivalent in Marketing/PR/Communications related field.	X		A/I
Educated to postgraduate degree level or equivalent in Marketing/PR/Communications related field.		X	A/I
Experience in a similar role in a health-related or charity environment		X	A/I
At least two years' experience in communications or PR management, marketing or a similar role with transferable skills, ideally within the charity, healthcare, or public sector.	X		A/I/R/T
Experience planning and delivering integrated campaigns across traditional and digital channels.	X		A/I/T
Experience in crisis communications or issues management.		X	A/I

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KNOWLEDGE			
Strong understanding of media relations and experience managing press activity.	X		A/I/R/T
Knowledge of the regional media landscape in South Yorkshire.		X	A/I
Knowledge of the charity and healthcare sectors/ Understanding of cancer-related or health-based communications.		X	A/I
SKILLS & ATTRIBUTES			
Exceptional written and verbal communication skills with the ability to produce compelling, audience-focused content.	X		A/I/R/T
Strong verbal communication and confident presentation skills, including supporting spokespeople for media interviews.	X		A/I
Ability to manage sensitive stories with confidentiality, empathy, and professionalism.	X		A/I/T
Strong organisational skills with the ability to manage multiple deadlines.	X		A/I/T
Strategic thinker with creative flair and attention to detail.	X		A/I/T
Comfortable working in a fast-paced environment and adapting to changing priorities.	X		A/I
Confident and personable, with a proactive approach to engaging with supporters, donors, clients, and external stakeholders, and the ability to share their stories appropriately and sensitively.	X		A/I
Strong organisational and time management skills, demonstrating an ability to work on your own initiative to prioritise tasks.	X		A/I
Able to manage your own workload and prioritise to agreed deadlines.	X		A/I
Self-motivated with a high degree of integrity and attention to detail.	X		A/I
Excellent interpersonal and communication skills, especially when dealing with charity beneficiaries – sensitive, empathetic, and professional.	X		A/I

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An excellent team player and work colleague, able to work independently and successfully as part of a team	X		A/I
Confident using IT systems including databases, Microsoft Office, and virtual meeting platforms	X		A/I
Willingness to work outside of office hours as required	X		A/I
Full driving licence and willingness to travel across the region	X		A/I
Compassionate and committed to the values of Weston Park Cancer Charity.	X		A/I/R
Understanding of accessibility and inclusion best practices in communications.	X		A/I/R

How to apply

Closing date: 2nd August 2026

Interview date: 17th August 2026

Application format: Please send a CV and covering note demonstrating that you have read the job description / person specification and how you meet the essential and (where relevant) desirable criteria for this role. This can include skills, training, membership of professional bodies and experience. The covering note will form a key part of the recruitment process and you should demonstrate your suitability for the role in no more than one page.

Weston Park Cancer Charity is committed to promoting equality of opportunity and values diversity of culture among our staff. All applications are anonymised as part of the selection process.

Apply to: HR@wpcancercharity.org.uk