

# LADY GARDEN

## Communications and Awareness Executive

**Contract period:** Permanent

**Hours:** 40 hours per week (5 days a week, 9am-6pm)

**Salary :** £22-25,000 (dependent on experience)

**Location:** Fitzrovia, London, W1

**Working environment:** This is mainly an office based role, 4-days a week in the Lady Garden Foundation office based within a communications agency - a lively and animated working environment.

***Terms of appointment include: 20 days annual leave, plus bank holidays, pension scheme - 3% employer contribution, flexible working and volunteering days.***

### About Us

The Lady Garden Foundation is a national charity, founded in 2014, which aims to raise funds and improve awareness of the 5 gynaecological cancers (Ovarian, cervical, womb (Uterine), Vulval and Vaginal).

To date the Foundation has donated £2.7m to The Royal Marsden Cancer Charity to fund vital research into the cancers and we were welcomed into The President's Circle in 2019, which recognises exceptional philanthropic support. Following a 2022 pilot at Manchester University, we recently launched our 'Life Cycle Learning' awareness and programme, which saw us visit 14 universities freshers fairs during the autumn of 2023 where we distributed information about the signs and symptoms of gynae cancers via our 'Give Your Fanny Five' campaign. Whilst we were out on the road we met and spoke to thousands of students across the UK, and encouraged them to sign up as student ambassadors to help us promote our message across campus and ensure the programme reaches even further afield in 2024. In 2024 we plan to work with 25-30 universities.

Nine years on from its inception, The Lady Garden Foundation has four clear strategic aims to create a world where all women are empowered to speak up for their gynaecological health. Driven by this vision, whilst maintaining a commitment to the prevention of all five gynaecological cancers, The Lady Garden Foundation seeks to shine a light on a woman's full Lady Garden journey in the following ways:

- We will **EDUCATE** women so that they know the signs and symptoms of all five gynaecological cancers - 78% of women between 18 and 44 are unaware of the five gynaecological cancers.
- We will improve prevention by **DRIVING AWARENESS** so that every woman takes action because cervical screening saves lives - 1 in 4 don't attend cervical screening appointments.
- We will continue to fund life-saving **RESEARCH & TREATMENT** to improve the outcomes of the five gynaecological cancers.
- We will continue to normalise the conversation around gynaecological health. We **BREAK TABOOS** and shout the loudest.

## The Role

Our Communications and Awareness Executive will play a crucial role in the rollout of our awareness and education programmes to women and girls across the UK. This will include supporting our Education Manager with the rollout of year round activations across UK universities and schools as well as managing our social media accounts with educational content.

This role is unique, from the breadth of responsibilities, to the ownership it allows for an individual to flourish and grow in their role.

We are looking for a confident, outgoing individual, comfortable in managing competing priorities and who is able to work collaboratively with a wide range of stakeholders. The successful candidate will be energetic, flexible and reliable in their day to day activities, have a keen eye for detail and excellent writing and organisational skills. In return we offer a role in a growing, enthusiastic, fast moving team and the opportunity to make a real difference.

## Responsibilities and Duties

- Support the management and delivery of our student education programme across UK Universities.
- Management of our network of university student ambassadors across the UK.
- Managing the activation of our student ambassador network.
- Drafting of fundraising and charity activity impact reports.
- Administrative assistance to the wider team including calendar management,
- Website management, email marketing and database management.
- Work with our Lady Garden supporters with lived experience to help them share their stories and get involved with our social media, events and community programmes.
- Liaise with our social media agency to ensure growth across all our channels including Instagram, Facebook, Twitter and TikTok. This includes the Facebook for Business account and LinkedIn
- Support with capturing content for the Lady Garden Foundation's social media sites - Instagram, Facebook and Tiktok (possibly Twitter) as well as website, including support with writing blogs, posts and multimedia content
- Attend events when required, including occasional weekends and evenings and provide

support to the wider team when required.

- Awareness and research of key health issues and updates in the gynae arena (general)
- Awareness and research of activity from other charities within the sector (general)
- To undertake other duties across the Lady Garden Foundation that may be required.

**Qualifications and Skills:**

- Excellent organisational skills and attention to detail
- Strong IT skills including Microsoft Office
- Proficient skills in Canva and Squarespace
- A good understanding of the charity landscape including Fundraising Regulations
- Effective diary management including your own
- Ability to manage multiple activities at one time including direction from multiple individuals
- An understanding of women's health issues and the gynae landscape including the five gynaecological cancers.
- Excellent communication and presentation skills

**Person Specification:**

This is a front-facing role and the post holder will need to identify and exhibit behaviours which promote our values and purpose. The right candidate will demonstrate a flexible approach, and an affinity and empathy with our charity:

- Animated and enthusiastic
- High energy and reliable
- The ability to work independently and as part of a larger team
- Ability to use initiative and work positively and independently
- Strong attention to detail and accuracy in all areas of work
- Demonstrable time management skills
- Passion for our cause

**Desirable Skills:**

- Some charity experience
- Experience of using the Microsoft Office suite software
- Confident using MS Teams, Zoom and similar platforms (preferred)
- Experience of using CRM software
- Confident in sharing ideas and knowledge

**Equality, Diversity and Inclusion:**

The Lady Garden Foundation recognises the positive value of diversity, promotes equality and challenges discrimination. We welcome and encourage applications from people of all backgrounds and lived experiences.

To apply, please send an up to date CV and short cover letter explaining why you'd be a good fit for this role to [info@ladygardenfoundation.com](mailto:info@ladygardenfoundation.com)