

## JOB DESCRIPTION

<b>Job Title:</b>	PR and Communications Lead
<b>Hours of Work:</b>	35 hours per week
<b>Reports to:</b>	Head of Marketing and Communications
<b>Salary:</b>	£27,000 - £30,000 dependent on experience
<b>Location:</b>	Home-based

### Job Summary:

Are you an experienced and creative PR and communications professional? Are you looking for a new challenge and want to make a difference? If so, this exciting new role in our Marketing and Communications team at Pancreatic Cancer Action (PCA) could be just for you!

PCA is a national charity, dedicated to saving lives through early diagnosis. This new post has a pivotal role to play in developing and implementing PR and communications strategies that will raise awareness and support the generation of income across the UK.

You need to be able to generate emotive and persuasive copy, and have the ability to engage journalists and produce a variety of content for both print and digital communications channels. You will also manage the UK Press Office and proactively place a variety of stories and expert speakers to raise the profile of PCA across local, regional and national media.

If you have significant experience in PR and communications, with a proven track record in placing stories, delivering results and creating content that stops people in their tracks – we can't wait to hear from you!

### About PCA:

Pancreatic Cancer Action was founded in 2010 by a rare survivor of the disease. We are a small, creative and passionate team committed to improving early diagnosis and saving lives. In August 2020, Pancreatic Cancer Action merged with Pancreatic Cancer Scotland making our team stronger than ever.

Pancreatic cancer has only a 7% survival rate and this figure has not improved significantly for over 50 years. Despite it being the 5th biggest cancer killer in the UK, pancreatic cancer receives only 3% of overall research funding.

With a strong focus on early diagnosis, PCA aims to improve survival rates through raising awareness, medical education, improved patient information and by funding research specifically into the early diagnosis of pancreatic cancer. Simply put, we want more people diagnosed in time for surgery, currently the only potential for a cure.

## Main responsibilities

### **Press and PR:**

- Manage the UK Press Office and deliver a timely, accurate response to media enquiries, leading in handling external requests professionally and effectively.
- Generate creative and headline-grabbing content for news stories and features.
- Pitching of stories, feature ideas and expert speakers to increase our media presence.
- Production of press releases, feature articles and other resources.
- Produce and distribute effective support materials, such as Q&As, media briefings, comments and lines to take when needed.
- Organise and manage photo calls and shoots as required.
- Be aware of the national news agenda identifying opportunities and bringing issues to the attention of the Head of Marketing and Communications as appropriate.
- Maintain awareness and knowledge of initiatives across PCA and other organisations that can add value to delivering the Charity's objectives.
- Ensure that all media work reflects the Charity's values.
- Lead the production of a monthly media monitoring report evaluating the volume, tone and value of PCA's media coverage. We use Cision for our media monitoring and distribution.
- Ensure the impact of the stories placed is communicated back to those patients or families involved in the story.
- Provide support and training to those undertaking media interviews on behalf of PCA.
- Mentor other members of the Marketing and Communications team.

### **PR:**

- Identify opportunities to promote PCA and its activities to external audiences, including press, influencers, third parties, supporters, and other organisations.
- Support the production of PCA publications and digital communications, including social media content.
- Undertake appropriate crisis communications/reputation management as required.
- Support internal communications activities as appropriate.

### **Communications:**

- Develop and implement communications strategies and plans to support and maximise impact across all PCA activities.
- Communicate PCA's strategic objectives - and all the activities that underpin them - to UK audiences. These include:
  - Raising public awareness and knowledge of pancreatic cancer and its symptoms.
  - Education, awareness and training for the medical and healthcare communities.
  - Funding research specifically into early diagnosis of pancreatic cancer.
  - Providing high-quality health information and publications.
- Work with the Fundraising Team to maximise income from an annual calendar of events, campaigns and activities.
- Support National and International awareness-raising campaigns such as Pancreatic Cancer Awareness Month and World Pancreatic Cancer Day and the local implementation of activities.

### **Case Studies and Patient Stories:**

- Source story leads and work with the wider PCA team to identify and maximise opportunities to capture more.

- Interview patients, family members and staff to sensitively capture engaging stories for us to use across a variety of channels.
- Sensitively edit and align personal stories provided by both patients and survivors of pancreatic cancer to PCA text style guidelines.
- Source quotes, videos and photographs to accompany each story, ensuring adherence to the consent process.

#### **Content Creation:**

- Develop creative and engaging content for a wide variety of audiences to ensure each piece achieves objectives.
- Produce creative and engaging copy for a wide variety of both online and offline channels including emails, magazines, websites, blogs, social media and adverts.
- Proofread all copy and provide a proofreading service to other PCA colleagues.
- Attend events to capture quotes, photos and videos that could be used to create future PR and communications assets.
- Support the production of PCA's annual Action magazine.
- Ensure all content aligns with PCA text style and brand guidelines.

#### **Monitoring Impact:**

- Responsibility for up-to-date media monitoring and archive materials including external subscriptions; evaluating media coverage and PR activity for internal and external reports or project evaluation.
- Assist with ongoing reviews and evaluations of whether the Charity is reaching the right audiences and achieving communications goals.

#### **Relationship Management:**

- Develop and maintain a strong network of media contacts, journalists, and influencers.
- Ensure all relationships are logged and kept up-to-date in our Salesforce database.
- Build relationships with media, managing and delivering an effective media relations service, working with NHS and other key partners.
- Manage third-party and agency relationships, responsible for briefing and campaign delivery ensuring it's on time and to budget, and negotiating and managing costs as necessary.

#### **Working as part of a team:**

- Be an integral part of the Marketing and Communications team, including a Marketing and Communications Executive, a Digital Marketing Lead and the Head of Marketing and Communications.
- Support the Marketing and Communications team and help cover their areas when needed.
- Provide PR and communications expertise.

#### **Other duties:**

- Be a brand ambassador, providing advice on the consistent use of the charity's brand.
- Travel across the UK to attend meetings, events and activities when needed.
- Deputise for the Head of Marketing and Communications when needed.
- Any other duty that the Head of Marketing and Communication considers appropriate.

While every effort has been made to outline all the main duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail.

## Person Specification:

Criteria	Essential/Desirable
<b>Education/Qualification</b>	
Relevant degree or professional experience in a relevant discipline.	Essential
Demonstrable experience (minimum 3 years) of working in a media environment, e.g., in a press office, PR agency or as a journalist.	Essential
Membership of a relevant professional body (CIPR, CIM etc.)	Desirable
Diploma or other PR or communications qualification	Desirable
<b>Experience</b>	
Demonstrable experience of working on charity or successful consumer-facing or behaviour change campaigns.	Essential
Understanding of press and broadcasting methods.	Essential
Proven track record in planning, managing and delivering multi-channel communications campaigns, including competitor research, developing a concept, setting objectives and KPIs, overseeing implementation, and measuring effectiveness.	Essential
Co-ordinating, developing and maintaining media relations to maximise publicity for campaigns, activities and events.	Essential
Writing and distributing press releases/comments/responses and securing media interviews to achieve media coverage.	Essential
Producing creative and engaging copy for both online and offline channels including emails, adverts, magazines, websites, blogs and social media.	Essential
Experience of using media monitoring and distribution software.	Essential
Working with social media and digital platforms as a communications channel and creating engaging content.	Essential
Working with a CRM to record contacts, inform activity and to segment audiences.	Essential
Managing a blog and its content.	Desirable
Experience of website CMS.	Desirable
<b>Skills</b>	
Excellent communication skills both verbal and written including brief writing, copywriting and presentations.	Essential
Excellent organisational skills, with the ability to manage many different projects all with competing priorities and stakeholder needs.	Essential
Excellent proofreading ability and alignment to a text style guide.	Essential
Use of photography, video editing and design (i.e. Adobe Cloud).	Desirable
Understanding of brand and its role within an organisation.	Desirable
<b>Personal Attributes</b>	
Excellent interpersonal and communication skills, able to form relationships at all levels.	Essential
A positive, can-do attitude and commitment to achieving results.	Essential
A team player who can motivate and collaborate with others.	Essential
Creative and innovative.	Essential
Able to prioritise own workload and confidence to ask for help when needed.	Essential

Emotional resilience. The ability to be empathetic and to handle difficult conversations sensitively with people affected by pancreatic cancer.	Essential
<b>Other</b>	
Willingness to learn new skills.	Essential
Access to a car and a UK driving license.	Essential
Willingness to travel around the UK to support PCA activities.	Essential

### What we offer:

- Fair and equal pay (reviewed annually)
- 28 days leave, plus bank and public holidays
- 3 days shut down for Christmas on top of Annual leave allowance
- Birthday leave
- A friendly and supportive team
- Opportunities to get involved in all aspects of the organisation
- Flexible working arrangements and we believe in work-life balance
- An organisation which takes mental health seriously
- Health cash plan scheme including children under 16 years with the option to upgrade and add family members
- Employee assistance programme
- Casual dress
- Scottish Office (Glasgow) where you can hybrid work alongside other team members
- Investment in your ongoing development such as conference participation and training courses

And much more!

**Closing Date: Sunday 23rd June 2024**  
**Interview Date: Wednesday 3rd July 2024**