PR OFFICER

Recruitment Pack

BRAIN TUMOUR RESEARCH

GREETINGS FROM OUR CEO

I am so pleased that you are considering joining our brilliant team.

I am proud to be CEO of this wonderful charity, and of the important work we do. Thank you for considering a role at Brain Tumour Research. Our vision is to find a cure for all brain tumours, and our mission is to increase the UK investment in research into brain tumours. We are doing this through funding world-leading UK-based research, campaigning for increased national investment, and raising vital awareness.

We collaborate widely with other charities, NHS bodies, Westminster and devolved nations governments, and more. As an organisation we continue to grow and our ambition is unbounded. We have a strong team and are looking for new team members who can add to us and help us continue to develop.

Your expertise and dedication could help shape the future of research into brain tumours in the UK and by extension worldwide. The opportunity to make a tangible impact on the lives of children, adults, and families affected by brain tumours is incredibly fulfilling.

Your involvement would contribute to meaningful change and bring hope to those in need. By joining Brain Tumour Research, you will be part of an organisation dedicated to pioneering research, innovative treatments, impactful campaigning, and raising awareness about brain tumours. Together, we can work towards a brighter future, free from the burden of this devastating disease.

Thank you again for your interest in this role. Good luck!

Dan Knowles

MEET SUE, DIRECTOR OF MARKETING AND COMMUNICATIONS

Sue has experience in national and regional PR, social media, communications, journalism and marketing. With more than two decades' experience as a newspaper journalist, she has held senior roles including assistant editor and news editor on regional daily newspapers. She has overseen the growth of our PR and Communications Department and helped ensure we are the leading voice of the brain tumour community in the media. She took over the role of Director of Marketing and Communications in February 2024 overseeing our Marketing, Digital Marketing, and PR and Communications teams, working to increase the profile and reach of the charity, increase awareness, maximise engagement.

Our team consists of looking after **Web and Digital Marketing**, **PR and Communications**, **Marketing**, and **Celebrity and Influencer**.

Website and Digital Marketing encompasses maintaining and developing the website, supporting our digital fundraising initiatives and engaging with our supporters on our social media platforms.

PR and Communications engages with the media to raise awareness through press releases and case studies while providing engaging content for the website, as well as for comms with our supporters, including letters and emails and our Believe magazine.

Marketing covers maintaining and developing our brand, creating an identity for our fundraising campaigns, creation of marketing collateral and advertising, and supporting with brand marketing requirements for supporters such as Fundraising Groups.

Celebrity and Influencer strategy involves recruiting and stewarding celebrity Patrons / Ambassadors and key influencers and leading the celebrity strategy and activation across fundraising, events, social and PR / media. The role manages reputational risk and internal requests, setting expectations and securing commitments.

PR OFFICER

Salary circa £33,000 | Full-Time (35 hours per week) | Hybrid (mandatory Tuesdays and Wednesday in Milton Keynes) | Some requirements for expensed UK travel

Role Purpose and Context:

One in three people in the UK knows someone affected by a brain tumour. This disease is indiscriminate; it can affect anyone at any age.

What's more, brain tumours continue to kill more children and adults under the age of 40 than any other cancer yet, to date, just 1% of the national spend on cancer research has been allocated to this devastating disease since records began in 2002.
Brain Tumour Research is determined to change this.

A powerful campaigning organisation, we are the leading voice of the brain tumour community. Unique and much needed, we are the only national charity focused on finding a cure for all types of brain tumours. Brain Tumour Research is campaigning to increase the national investment in research into brain tumours to £35 million per year, while fundraising to create a network of seven sustainable Brain Tumour Research Centres of Excellence across the UK.

Help fund the fight. Together we will find a cure.

The PR Officer will raise brain tumour awareness, support our mission to increase the UK investment in brain tumours, acquire new supporters and to maintain our status as the leading voice of the brain tumour community in the media.

They will be part of a highly motivated and effective team, building loyalty with our supporters and developing relationships with families who have been affected by this devastating disease.

Reports to:

PR Manager, Marketing and Communications Directorate

Direct Reports:

None

Strategic Responsibilities:

- To lead in the work to share our Supporters stories and support fundraising campaigns

Person Specification:

Essential:

- Lorem ipsum dolor sit amet, consectetuer adipiscing elit
- Bachelor's degree in public relations, media communications or a related field, or similar professional level of experience of at least two years
- Demonstrable track record of generating effective PR coverage
- Sharp news sense, solid understanding of how the media works and ability to create and tailor content for a variety of print / digital and broadcast outlets
- Ability to consistently deliver key messaging
- Being able to work closely with those diagnosed with a brain tumour and families affected by a brain tumour diagnosis or loss
- Strong English written and oral skills, and ability to write compelling, engaging and concise copy
- Attention to detail in terms of spelling and grammar
- Ability to prioritise and meet deadlines whilst remaining adaptable to a fast-moving news agenda
- Strong interpersonal skills, ability to work within a close-knit team and establish rapport with colleagues and stakeholders over the phone / via email / face to face
- Ability to handle difficult and sensitive issues, and to interact with empathy, compassion, tact, diplomacy and patience
- IT skills including detailed knowledge of using Microsoft Word and Microsoft Outlook and familiarity with using social media to promote organisational aims

- Effective organisational, planning and prioritisation skills

Desirable:

- Existing media relationships and an affinity for building positive and supportive rapport with journalists
- Experience of working in a newsroom
- Experience of working in the charity sector
- Experience of working with a contact management system
- A keen interest in the media landscape including the public affairs arena

Main duties:

Media relations

- Develop and maintain strong relationships with national, regional, trade and broadcast media, with a particular focus on consumer and lifestyle press
- Identify and secure media opportunities that raise awareness of the Charity's vision and mission
- Respond to media enquiries promptly and accurately
- Act as a key contact for journalists and external media stakeholders
- Organise media interviews, press briefings and photo opportunities

Content Development

- Write press releases, media statements, and pitches
- Support the development of case studies featuring patients and supporters
- Prepare spokespeople for media interviews

Monitoring and Evaluation

- Track and evaluate media coverage and campaign performance
- Use media insights to improve future communications activity

Stakeholders

- Work closely with the Income Generation team to strengthen existing relationships, develop new ones, and maximise fundraising opportunities
- Work closely with the Research and Campaigning teams to ensure content is accurate and contains relevant calls to action
- Work closely with the Marketing and Communications Directorate to deliver multi-platform campaigns
- Undertake any other reasonable duties as required by the Head of Communications and PR or Director of Marketing and Communications

Governance

- Ensure that central administration systems in place at Brain Tumour Research are complied with and that all information relating to contacts are correctly entered onto Brain Tumour Research's database
- Ensure that all relevant charity and other legislation is complied with
- Comply with Brain Tumour Research's internal policies as appropriate

RECRUITMENT PROCESS AND TIMELINE

How to Apply:

We ask for a CV as the first step but you may be asked to provide a targeted covering letter as part of the selection process. Interviews will be conducted during the application window as appropriate, and will consist of a first interview via MS Teams, progressing, if successful to a face to face second interview, held at our offices in Milton Keynes. The face to face interview is likely to include a presentation and will also allow you to meet members of the team.

To apply please submit your CV here:
https://jobs.employmenthero.com/jobs/c7ec71bc-a60d-4080-ab32-5e4210ab2923

Recruitment Timeline:

Closing Date – Friday 02nd October 2026
First Interviews via Microsoft Teams – Rolling interviews during application window
Second Interviews at Head Office Milton Keynes – No later than the week commencing 19th October 2026

We review applications as soon as we get them and start interviewing early. As a result we often close applications early so we advise you to apply in good time to avoid disappointment.

BENEFITS

We're reviewing the benefits we offer our team over the next six months, but here is what we currently offer.

Hybrid Working: Office-based team members need to attend the office in Milton Keynes on Tuesdays and Wednesdays and can choose whether to work from the office or from home on other days.

Flexible Working: Our working day is seven hours (so, 35 hours per week) and our core hours are from 9.30am to 3.30pm each weekday. As long as you work each day between 9.30am and 3.30pm and take a 30 minute lunch break you can ask to flex your hours – so some people work from 8am to 3.30pm with a 30 minute lunch break and others work from 9am to 5pm with a one hour lunch break.

Annual Leave: Annual leave entitlement starts at 28 days, in addition to bank holidays. Employees receive one additional day of annual leave in their fourth year of service and a further additional day in their fifth year, rising to a maximum entitlement of 30 days.

Pension Contributions: 3% provided by the charity.

Sick Pay: In addition to statutory sick pay we offer four week's full pay in the case of sickness in a rolling 12-month period.

Benenden Health Care: This is an optional benefit that is taxed, but gives you access to 24 / 7 GP Helpline (Call us anytime to make an appointment for a telephone consultation with a UK-based GP), Private Prescriptions (Prescribed over the phone to pick up from a pharmacy the next working day), Online GP video consultations (Book a video consultation with a GP. Appointments are available from 8am to 10pm, every day, except on Christmas Day), 24 / 7 Mental Health Helpline (For immediate emotional support and guidance, call us anytime. We can help with dealing with stress, anxiety, bereavement, relationship issues, financial or legal concerns).

Electric Salary Sacrifice Car Scheme: You can make savings on your tax and personal benefits when you switch to an electric car under our salary sacrifice scheme. The payments come straight out of your gross pay, which reduces your monthly salary. Because of this reduction in salary, there is a subsequent reduction on income tax and national insurance payments. Money that you'd normally never see (because it goes straight out of your pay to HMRC) actually goes straight towards your electric car payments.

Life Insurance: This benefit pays out three times your annual salary amount on death to your beneficiaries. This is usually free of tax. It gives you the security that in the event of your death your family and dependants are left with a lump sum to help during this very difficult time.

Employee Assistance Programme: This helps you balance the pressure of work, home life, and any other personal issues that you may be experiencing. Health Assured provides support and guidance for you and your immediate family. This includes 24/7 confidential support: Your call will be handled by an experienced therapist or advisor, who will offer support in a friendly, non-judgemental manner. What can I use this service for? Family issues Medical information Alcohol or drug issues Low mood Consumer issues Financial information Relationship advice Childcare support Domestic abuse Tax information Legal information Housing concerns Stress & anxiety Retirement Bereavement Bright TV Nutritional advice Financial wellbeing Health Checks Medical factsheets Four-week programmes Fitness advice Budgeting.

Eye Tests: Free for all team members.

Car Parking: Free on-site, including some disabled spaces.

Electric Car Charging: Several stations on site in the Shenley Pavilions Car Park.

TRAINING AND DEVELOPMENT

We're committed to a growth mentality so that as a team we are constantly improving and that each of us individually are learning.

In practise this works out in a number of ways:

Team Development Days: We bring our whole team together three or four times a year for a day of sharing information, discussion and planning for new projects, keeping in touch with each other and for training. We sometimes get expert outside speakers in to do training with us. This is usually an in person gathering but occasionally we might do this online.

Town Hall Meetings: We run monthly all-staff Town Hall meetings which look back on the last months key achievements.

'Lunch and Learn' Sessions: Some members of our team also offer hour long updates in their area for the benefit of others in the organistion. This could be scientific developments or IT updates, for example. Attendence is optional.

Appraisals, Reviews and One to Ones: All staff undergo a full formal annual appraisal process with thier line manager, followed up by three further quarterly reviews. Line anagers also check in with each of their direct reports on a regular basis in One to One meetings.

Individual Training Plans: These are devised based on organisationational, team and individuals needs and opportunities, and are approved on a case by case basis.

MEET RACHEL, HR AND OPERATIONS MANAGER

It is my absolute privilege to be HR and Operations Manager for Brain Tumour Research. I work with an amazing team of people, all deeply dedicated to our vision to find a cure for all brain tumours.

I am a level 7 CIPD qualified HR specialist, and have worked mainly in the charity sector. Before dedicating my career to HR, I spent over ten years working in Health and Safety, holding the Nebosh Diploma Part 1 and 2, and also as a Development Trainer (PTTL's).

My passion is supporting business and employees in making the workplace both a rewarding and harmonious place to be, with people very much at the heart of everything.

Recruiting for new roles is always an exciting time, and I am thrilled to be welcoming new people to the charity.

I'm here to help you at each stage of the recruitment and selection process and, if successful, to help you settle into your new role successfully.

Contact Details:

Rachel Whitehall
HR and Operations Manager
workforus@braintumourresearch.org

DIVERSITY AND INCLUSION

Brain Tumour Research works on behalf of all people in the UK. It is a diverse and inclusive organisation, and we welcome applications from all and any background.

We welcome your application. If the content of this pack and the purpose of our charity speak to you, we urge you to apply.

We want to make it clear we are looking for candidates whose values align with ours. We will assess candidates based on the content of their character and commitment to our cause, as well as considering work history, skills and knowledge, and educational journeys.

We recognise that not everyone will have had access to the same opportunities for numerous reasons. If the content of this pack speaks to you, we urge you to apply.

Whatever your ethnicity, your application is welcome.

Whatever your sexuality, your application is welcome.

Whatever your gender identity, your application is welcome (and please, if you would like to, do let us know which pronouns you use).

Whatever your age, your application is welcome.

Whatever your economic background, your application is welcome.

Whatever your physical and mental health, your application is welcome.

OUR INSPIRATION

Brain Tumour Research was originally known as The Diana Ford Trust and registered on 14th August 2002.

In 2005, The Diana Ford Trust joined an informal partnership of UK brain tumour charities known as The United Brain Tumour Campaign. In 2008, the Charity formalised this relationship and amended its name, to better demonstrate its objectives, to Brain Tumour Research.

At the end of June 2013, we formed a new charity, incorporated as a company limited by guarantee; the assets and trade of the charity were transferred to this new charitable company at the beginning of the financial year 2013 / 14.

Our journey has been inspired by Alison Phelan, the niece of our founding Chief Executive Sue Farrington Smith and in whose name was founded; Charlie Boutwood, brain tumour survivor and in whose name Charlie's Challenge was established; The Diana Ford Trust, created after the loss of a beloved daughter to a brain tumour; Anna Hughes, a little daughter lost whose name is now used to support so many through Anna's Hope, and John Fulcher, a loving husband whose spirit lights the way ahead for BTRC, the Brain Tumour Research Campaign.

Of course, we have met so many astonishing, powerful, helpful, angry, devastated yet determined people. Determined to make a difference. Determined to join us in helping to fund the fight and find a cure for this devastating disease.

We will always be inspired by and forever grateful for the support we receive. Together we will find a cure.

OUR VISION, MISSION AND VALUES

Our Vision: To find a cure for all types of brain tumours

Our Mission: To increase the UK investment in research into brain tumours

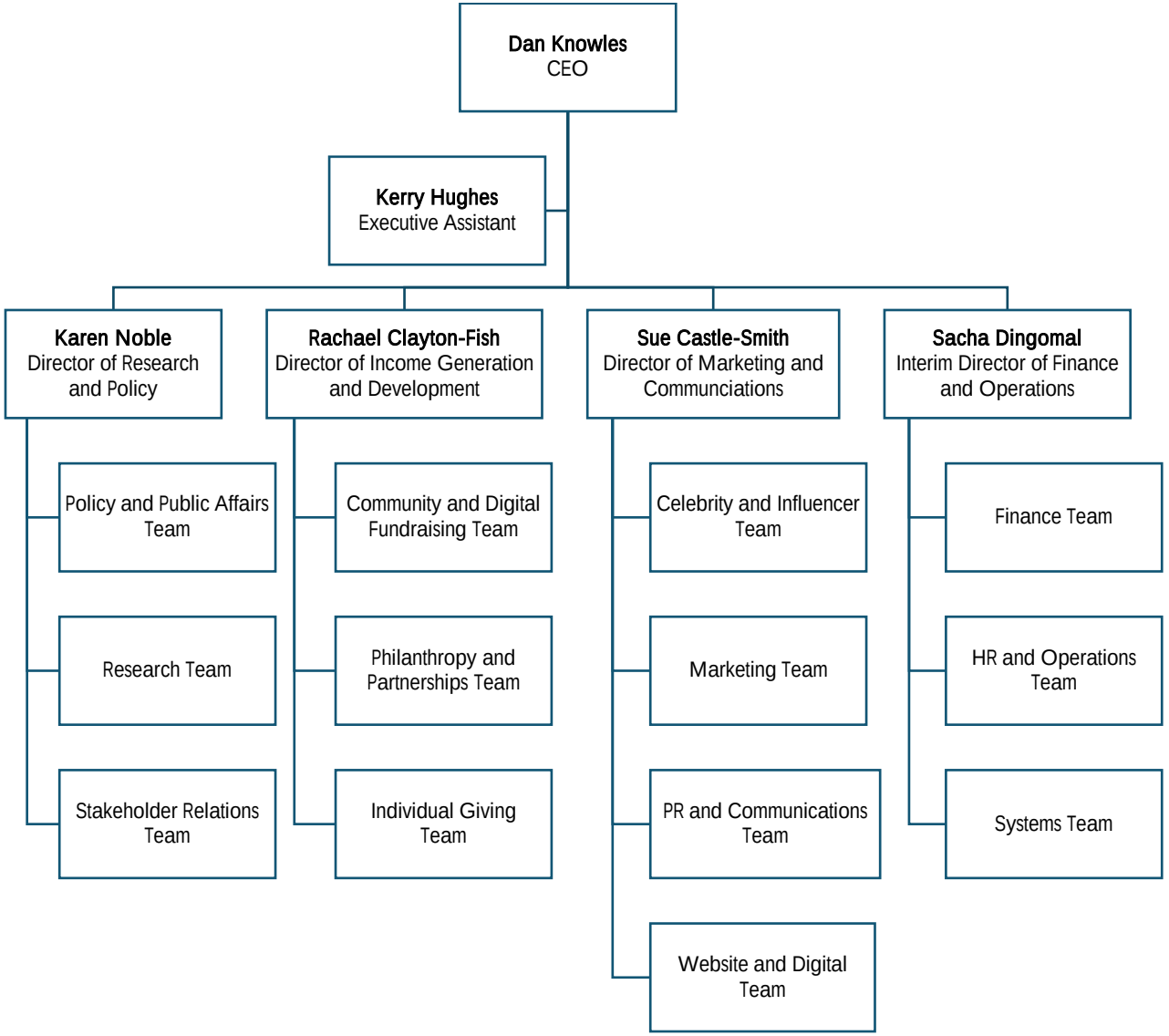
One in three people in the UK knows someone affected by a brain tumour. This disease is indiscriminate; it can affect anyone at any age. What's more, brain tumours continue to kill more children and adults under the age of 40 than any other cancer yet, to date, just 1% of the national spend on cancer research has been allocated to this devastating disease since records began in 2002. Brain Tumour Research is determined to change this.

A powerful campaigning organisation, Brain Tumour Research is the leading voice of the brain tumour community. Unique and much needed, we are the only national charity focused on finding a cure for all types of brain tumours. We are campaigning to increase the national investment in research into brain tumours to £35 million per year, while fundraising to create a network of seven sustainable Brain Tumour Research Centres of Excellence across the UK.

Our values underpin our vision of finding a cure, representing our guiding philosophy and how we go about delivering our mission:

- **Focused** – The courage to accomplish inspiring goals
- **Influential** – Uses authority and expertise to positively influence
- **Embracing** – Working together to achieve results
- **Game-changing** – Catalysing change both internally and externally
- **Intelligent** – Thought leaders, prioritising scientific advancement

ORGANISATION CHART



Suite 37, Shenley Pavilions, Chalkdell Drive, Shenley Wood, Milton Keynes, MK5 6LB
tel: 01908 867200
email: workforus@braintumourresearch.org
web: www.braintumourresearch.org