

# Press and PR officer

## **Directorate**

Fundraising, communications and engagement

## **Team**

Press, PR and celebrity

## **Reporting manager**

Senior press and PR manager, research and health

## **Our charity**

We're Breast Cancer Now, the research and support charity. We're the place to turn to for anything and everything to do with breast cancer. However you're experiencing breast cancer, we're here.

The brightest minds in breast cancer research are here. Making life-saving research happen in labs across the UK and Ireland. Support services, trustworthy breast cancer information and specialist nurses are here. Ready to support you, whenever you need it. Dedicated campaigners are here. Fighting for the best possible treatment, services and care, for anyone affected by breast cancer.

Why? Because we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well. But to create that future, we need to act now.

## **Overview of the directorate**

The fundraising, communications, and engagement directorate at Breast Cancer Now is responsible for communicating, engaging, and fundraising to our key audiences across a range of channels; from people living with or beyond breast cancer and their loved ones, to supporters, corporate partners, policy makers and healthcare professionals. We create and deliver high-quality, engaging information and communications about breast cancer, the impact our work has and ways to engage with Breast Cancer Now. We're led by the voices of people affected by breast cancer and involve them and champion their views and needs across a range of communications and platforms.

We're working hard to build our brand to build awareness, trust, loyalty, passion, and affinity with people affected by breast cancer and to be here for everyone who needs us.

We're responsible for delivering c£40 million gross income annually through our fundraising. We fundraise through a broad portfolio of fundraising products, partnerships, and relationships, all with the aim of delivering sustainable income and valued relationships for supporters and for Breast Cancer Now for the long term. We work collaboratively across the charity to develop fundraising which shows the impact our supporters have and the change we want to see in breast cancer.

All our work, and our focus is so be here for anyone affected by breast cancer, with support for today and hope for the future.

Our directorate includes teams across:

- brand, marketing, and communications
- digital
- press, PR and celebrity
- individual engagement and supporter operations (incl. supporter experience)
- community and events
- corporate partnerships
- philanthropy and special events.

### **Job purpose**

The press and PR officer will help develop and deliver powerful and effective PR and media relations in order to raise the profile of Breast Cancer Now and the work we do to support people affected by breast cancer in the UK.

The post holder will work across a broad remit covering fundraising, research, policy and influencing, public health awareness and support services, helping to secure positive coverage of the charity and raising awareness of key issues related to breast cancer.

### **Key tasks and duties**

#### Press and PR

- Develop and nurture strong, trusted working relationships with key journalists across national and regional UK media to grow understanding and support for Breast Cancer Now, establishing the charity as the 'go-to' press office on breast cancer.
- Identify and seize reactive profile-building opportunities that help position Breast Cancer Now as leading experts in the field.
- Support on aspects of day-to-day PR planning, delivery and evaluation for activity profiling Breast Cancer Now's fundraising, research, policy and campaigns work and support services, to deliver impactful results.
- Write impactful and newsworthy content including press releases, statements, letters to editors, blogs, and case study stories, ensuring appropriate internal sign off, and proactively pitch stories to key media targets across print, broadcast and online.
- Interview case studies with experience of breast cancer and seek to place in appropriate media outlets to promote the charity's work and support services.
- Produce a daily morning summary for the whole organisation summarising any media coverage that has been secured by the press team and highlighting other stories of note.
- Create briefing documents and provide advice and support to Breast Cancer Now spokespeople before and during media interviews.

- Support the celebrity and influencer relationships managers on elements of this activity as required, including campaigns activity and at events.
- Join the 24/7 press office rota which ensures journalists can contact us and be supported with their queries at any time.

### General

- Build and maintain excellent working relationships with internal colleagues across multiple teams and in different directorates, identifying key contacts depending on projects.
- Build and maintain excellent working relationships with key external stakeholders including journalists, agencies and other organisations.
- Attend and proactively input ideas to brainstorming and planning sessions.
- Ensure PR is integrated across all communications channels, working closely with the digital team to ensure close alignment across social media platforms.
- Attend internal and external meetings and charity events, including occasional out of hours events, as required.
- Adhere to all Breast Cancer Now's policies and procedures.
- Any other duties within the scope and remit of the role, as agreed with your manager.

# Person specification

## Qualifications and experience

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience of working in a busy, fast-paced press office, PR agency or other media/news environment	x	x
Experience of developing or a demonstrable ability to develop strong working relationships with national and regional journalists and external stakeholders	x	x
Experience of working collaboratively across multiple teams and establishing trusted relationships with key internal contacts	x	x
Experience of navigating sign-off processes quickly and diplomatically to meet tight deadlines	x	x
Experience of working on or supporting with high-profile media opportunities, including briefing spokespeople	x	x

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience of handling sensitive or controversial issues which could present a high reputational risk	x	x
Experience of working with case studies with empathy and compassion	x	x
Experience of working with media monitoring and evaluation systems or databases	x	x

## Skills and attributes

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Excellent written and verbal communication skills	x	x
Excellent organisation skills, an ability to manage own workload, deal with conflicting deadlines and work under pressure	x	x
A creative approach to bringing stories to life and an ability to proactively identify opportunities for positive media coverage	x	x
Excellent attention to detail and an ability to be adaptable and resourceful	x	x
Competent in using IT and Microsoft Office	x	

## Knowledge

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
An excellent working knowledge of the UK's national, regional, consumer and trade media	x	x
A strong news sense and comprehensive understanding of what makes a good news story	x	x

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Knowledge of GDPR and data protection rules and an understanding of its relevance to your role	x	x
Knowledge of the third sector and an understanding of the challenges faced by charitable organisations	x	x
An understanding of the key issues in breast cancer care and of the challenges faced by breast cancer patients	x	x

# Role information

## Key internal working relationships

You'll work closely with the following:

- The wider press, PR and celebrity team
- Other teams within the fundraising, communications and engagement team including:
  - brand and marketing
  - social media and digital
  - events and community
  - philanthropy and special events
  - individual giving and supporter engagement
  - corporate partnerships.
- The research, support and influencing directorate including:
  - Research
  - policy and campaigning
  - public health and wellbeing
  - services and nursing teams.

## Key external working relationships

You'll work closely with the following:

- National, regional and specialist journalists in print, broadcast and online
- Case studies
- Fundraisers and supporters
- Stakeholder organisations
- Services providers and suppliers

## General information

<b>Role location and our hybrid working model</b>	This role is based in our London office. However, our hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)
<b>Induction</b>	It's important you have a positive induction experience and therefore, you'll be asked to consider coming into the office more frequently during your initial period of employment. This will enable you to get to know your manager and team colleagues quicker. This also allows you induction process to be meaningful and comprehensive, allowing for support to be provided more readily. Thereafter you will be able to follow the hybrid working model as described above.

<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	12 months fixed term maternity cover contract
<b>Medical research</b>	We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when there's no alternatives.
<b>Conflict of interests</b>	You'll be obliged to devote your full attention and ability to your paid duties. You shouldn't engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.
<b>Immigration, Asylum and Nationality Act 2006</b>	You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.
<b>Our commitment to equity, diversity and inclusion</b>	We're committed to promoting equity, valuing diversity and creating an inclusive environment – for everyone who works for us, works with us, supports us and who we support.

## How to apply guidance

We hope you choose to apply for this role. In support of your application, you'll be asked to submit your anonymised CV which means removing all sensitive personal information such your name, address, gender, religion and sexual orientation. You're also asked to provide a supporting statement. When doing so please ensure you refer to the essential criteria on the person specification and clearly provide as much information as possible with examples to demonstrate how and where you meet the criteria.

Job description dated August 2024

Find out more about us at  
[breastcancer.org](https://breastcancer.org)

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support charity