Recruitment pack



Senior Media and PR Manager

Permanent

Closing date: 30 November

11:59pm

Target Ovarian Cancer

What you need to know about the role

Job title: Senior Media and PR Manager

Reports to: Head of Policy and External Affairs

Location: We currently offer a hybrid-working model. This means you may usually work from your home or remote location but are expected to attend meetings and pay for your own travel to the office in London Bridge when required,

Hours: Full-time 35 hours per week, Monday to Friday. The charity has a core hours policy with core hours of 10am – 4pm and flexibility around remaining hours.

Show The Salary

Salary: **£45,000 pa**

About Target Ovarian Cancer

At Target Ovarian Cancer, we target what's important to stop ovarian cancer devastating lives.

We give trusted information, to help people ask questions and make decisions that are right for them. We connect people with shared experiences, and we support families every step of the way.

We stand together as a powerful community for everyone facing ovarian cancer across the UK, sharing stories and raising voices, to make sure that ovarian cancer becomes a health priority.

We know that early diagnosis saves lives, so we work closely with GPs who are at the heart of this, to help them diagnose ovarian cancer faster and earlier – giving everyone the best chance of living.

And our investment in research to find new, better and more targeted treatments means that everyone can live with hope for their future.

We're fighting for a world where everyone with ovarian cancer lives, and we're targeting what's important - symptoms awareness, early diagnosis, better treatments and support for all.

Our values

Learn about the values we expect from ourselves and each other, at every level of the organisation, every day.

> My favourite thing about working at Target Ovarian Cancer is definitely the people – it's an absolute pleasure to be part of such a passionate and dedicated team who are super friendly and fun to work with!"
>
> **– Helen, Head of Public Fundraising**



Supportive

Working together to be there for women with ovarian cancer and their families.



Expert

Bringing together the knowledge, skills and experience to succeed.



Pioneering

Constantly pushing boundaries, innovating and working to be the very best we can be.



Empowering

Helping people to achieve their goals.



Passionate

Women with ovarian cancer are at the heart of everything we do.



Impactful

Delivering the changes that women with ovarian cancer and their families need.

Specific responsibilities

About this role

As Senior Media and PR Manager you will lead a bold, responsive media and PR function that raises Target Ovarian Cancer's profile, shapes public understanding and turns our priorities into compelling stories.

You will combine strategic leadership with hands-on delivery, advise senior leaders, build influential relationships and create opportunities that drive meaningful impact.

Specific Responsibilities

- Lead an integrated media and PR strategy aligned with Target Ovarian Cancer's new five-year strategy, developing its narrative, messaging and positioning to influence priority audiences.

- Advise senior leaders on reputation, media relations and initial crisis communications, recommending call-off support when needed.

- Develop staff, patient, celebrity and healthcare professional ambassadors to represent the charity and its purpose.

- Lead the transition to CIPR industry-standard, impact-focused measurement, such as AMEC, using insight to refine strategy.

- Run the press office, prioritising inbox and phone enquiries for timely, accurate responses.

- Build priority relationships with journalists, editors and sector commentators through targeted briefings, maintaining records of engagement and interests.

- Own coordinated responses to reactive enquiries and external events, assessing risk and sensitivity, drafting statements and response lines, recommending action and escalating to senior colleagues when appropriate.

- Plan and secure proactive coverage for campaigns and key moments, pitching stories, case studies and spokespeople that reflect diverse patient experiences and the charity's impact.

Specific responsibilities

- Deliver external media and PR outputs, including press releases and key messaging documents.

- Monitor media, social channels, contact insights, competitor activity and external developments to identify emerging risks, trends and opportunities, recommending timely responses and positioning.

- Maintain accessible communications records, materials and response guidance, including holding statements; assess and arrange media training for staff and ambassadors.

- Implement measurement frameworks and report on coverage, response effectiveness and contribution to organisational objectives.

Person specification

The best person for this role will have experience of:	Essential	Desirable
Significant experience in PR and media relations	X	
Proven track record of delivering successful media and PR strategies and securing impactful media coverage.	X	
Experience of managing reactive media issues, including crisis communications.	X	
Background in journalism		X
Strong understanding of the UK media landscape	X	
Excellent written and verbal communication skills, with strong storytelling ability.	X	
Ability to translate complex issues into clear, compelling messages.	X	
Strong judgement and decision-making in fast-paced or sensitive situations.	X	
Ability to manage multiple priorities and work autonomously.	X	
The best person for this role will be (behaviours):	**Essential**	**Desirable**
A strategic thinker- able to connect communications activity to organisational goals.	X	
Exercises sound judgement- effectively assessing and managing media and reputational risks.	X	
Collaborative – works effectively across teams and with external stakeholders.	X	
Proactive – identifies opportunities and takes ownership of delivery.	X	
Resilient – operates effectively in high-pressure and fast-moving environments.	X	

Benefits

Holidays

Staff start with 25 days' annual leave entitlement, rising to 27 days after one year's service and 30 days after two years' service and also receive statutory public holidays. This is pro- rated for part time staff.

Employee assistance programme

All members of staff, their partners and any dependants between the ages of 16 & 24 in full time education, have access to a free and anonymous service providing information, expert advice and specialist counselling to deal with a wide range of issues staff may encounter in their personal or work lives.

Health Service Discounts

All Target Ovarian Cancer staff are eligible to sign up to the NHS Health Service Discounts website as healthcare-related charity staff and receive discounts on shopping, insurance, mobiles, and more!

Volunteering

All staff are encouraged to volunteer at Target Ovarian Cancer events at least twice a year. Time off in lieu is given for these volunteering times when staff volunteer out of working hours.

Pension

5 per cent employer contribution.

Meet the team

"I was made to feel so welcome by everyone at Target Ovarian Cancer from my very first day, and that support has definitely continued. The hybrid working model works well, but there are still plenty of great opportunities for us all to meet in person. Everyone has a really strong understanding and passion for our work and what we're here to achieve, and it's fantastic to be a part of that."

- Sinead, Events Fundraising Manager

Benefits

Interest-free season ticket loan
Allowing staff to spread the cost of annual public travel to and from the office over a set period of time.

Childcare vouchers
Available to those already on the childcare voucher scheme.

Buddy system
All new starters are allocated a buddy to help welcome them into the charity and support them in settling in.

Hybrid working
Our hybrid working policy means staff may usually work from their home or remote location, and are expected to attend meetings and pay for their own travel to the office in Angel, London when required.

Social committee
Target Ovarian Cancer's social committee organises fun social events creating a sense of togetherness and wellbeing among our valued staff.

Flexible working
Our standard full-time working week is 35 hours. We make every effort to support flexible working requests where possible (we respect people's different working preferences and the need for a healthy work-life balance).

Equal opportunities

Target Ovarian Cancer is committed to the promotion of equal opportunity and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.

How to apply

To apply, please download and read the recruitment pack then click Apply to submit your application.
Please also complete this equalities monitoring form (CTRL and Click to complete).
Please submit your application by 23:59 on Monday 30 November

If you would like to receive a paper copy of the recruitment pack, please call 0207 923 5470 or email jobs@targetovariancancer.org.uk with the address you would like us to post it to.

We want to make our recruitment accessible to all, if there is a way we can support you in your application, please contact us at jobs@targetovariancancer.org.uk.

Target Ovarian Cancer is a company limited by guarantee, registered in England and Wales (No. 6619981).
Registered office: 10-18 Union Street, London, SE1 1SZ. Registered charity numbers 1125038 (England and Wales) and SC042920 (Scotland).

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