

Job description

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.

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| Job title | Research communications officer |
| Directorate | Fundraising, communications and engagement |
| Team | Research communications |
| Job title of reporting manager | Research content manager |
| Job title(s) of direct reports | N/a |
| Document created (month and year) | May 2024 |

Overview of 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 £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 to 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

As part of the wider brand, marketing and communications team you'll raise awareness of the Breast Cancer Now brand by providing engaging and original content on Breast Cancer Now's research. You'll develop a wide range of digital research content across Breast Cancer Now's digital channels and commission creative assets to make sure we have a good regular supply of assets to promote our research.

Key tasks and duties

- **Creating research content:** Deliver engaging research content for a variety of channels, including social media, the Breast Cancer Now website, and print publications. Provide compelling research case studies for use in brand campaigns, fundraising packs/pitches, and other communications. Maximise emerging new digital content opportunities, including social media live events, TikToks and Instagram reels.
- **Planning research content:** Contribute to the content planning process to maximise opportunities to promote Breast Cancer Now's research through PR, our website, social media channels and e-newsletters.
- **Stakeholder and supporter engagement:** Contribute to developing, coordinating and evaluating face-to-face activities and events to engage the charity's stakeholders with Breast Cancer Now's research.
- **Supporter enquiries:** Lead on responding to research-related supporter questions received on social media channels.
- **Engaging staff with research:** Help share the focus, and results of the digital content

performance to the wider charity through presentations, blogs and in-person activities.

- **General responsibilities:**

- Update and maintain workflows and procedures.
- Maintain good relationships with Breast Cancer Now's research stakeholders.
- Represent Breast Cancer Now at events, meetings and conferences as necessary.
- To adhere to all Breast Cancer Now's policies and procedures.
- To undertake any other duties that are within the scope and remit of the role and as agreed with your manager.

Person specification

Qualifications and experience

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| An undergraduate degree with a biological sciences component | X | |
| Of translating complex scientific information for a lay audience | X | X |
| Of creating content for digital platforms (including social media) | X | X |
| Of researching, analysing and interpreting scientific information | X | X |

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

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| A postgraduate qualification in science communication or a relevant scientific discipline | X | |
| Of working in the charity sector | X | |

Skills and attributes

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| Has excellent writing and verbal communication skills | X | X |
| Can research, interpret and present scientific information in accessible and meaningful ways | | X |
| Has a good eye for detail and scientific accuracy | | X |
| Can develop good working relationships within and outside your team | | X |
| Highly organised and able to prioritise and multitask to meet tight deadlines | | X |

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

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| Up-to-date on social media best practices – including digital live events and short-form video (e.g. TikToks/Instagram reels) | X | |

Knowledge

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

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| An understanding of medical research processes and principles : | X | X |
| Knowledge of scientific databases, academic search engines and microsoft office suite | X | |

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| A scientific understanding of breast cancer or cancer in general | X | |

Role information

Key internal working relationships

You'll work closely with the following:

- Other members of the research communications team
- The copy, design, and multimedia teams
- The digital team
- The patient involvement team
- The PR team
- The research funding team

Key external working relationships

You'll work closely with the following:

- Breast Cancer Now funded researchers

General information

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|---|--|
| Role location and our hybrid working model | <p>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:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)</p> |
| Induction | <p>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.</p> |
| Hours of work | <p>35 per week, Monday to Friday</p> |
| Contract type | <p>Permanent</p> |
| Medical research | <p>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 they're no alternatives.</p> |
| Conflict of interests | <p>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.</p> |
| Immigration, Asylum and Nationality Act 2006 | <p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p> |

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 as and for example, 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.