

Role Profile

Details

Job Title:	Communications Manager (To Executive)
Job Grade:	Manager
Reports to:	Director of Marketing, Brand and Communications
Based in:	Harrogate – with some travel across the Yorkshire region
Hours:	Part time, 22.5 to 30 hours per week with some flexibility required to change scheduled hours to meet media requirements

Overall purpose

The Communications Manager (to Executive) is responsible for what, where and how the Chief Executive, Directors (collective referred to as ‘Directors’ from this point forward) and members of the Board of Trustees communicate about the charity to employees, volunteers and supporters.

They enable charity leaders to convey and reinforce consistent messages to build reputation and trust in both the charity and the leadership of the charity.

The Communications Manager (to Executive) is responsible for Directors’ communication about the charity and its:

- purpose
- brand
- public affairs
- research policies
- research and services
- reputation (including crisis management and responses to complaints)

The role holder helps identify communication gaps and opportunity, working with Directors to address these through a corporate communication plan.

They plan, agree, draft and support Directors to deliver proactive thought-leadership.

Key Responsibilities

- Develop and agree a bespoke internal/external communication plan for Directors, reflecting both their shared, collective role in leading the charity and their individual areas of responsibility, where appropriate.
- Optimise existing, and develop new, communication channels to enable Directors to reach new audiences and reinforce messages to existing audiences.
- Identify corporate developments, projects and initiatives that will benefit from Director communication and work with project/initiative leader(s) to ensure a planned, aligned and integrated approach to key messages and their delivery.
- Work with Directors to develop high level strategies and planned tactics to raise the charity's profile through professional networks.
- Work with Directors to communicate the charity's public affairs work to non-political audiences, including the public, supporters, and employees, by developing clear public messages and narratives that align with the charity's brand and tone of voice and leading communication opportunities such as media interviews and employee briefings.
- Identify conferences, professional publications, award dinners, blogs, etc, where awareness of the charity can be raised without risk of compromising the charity's reputation or commercial/competitive position.
- Write content for corporate communications and publications, such as the Annual Report of Accounts and impact reports, on behalf of Directors and Members of the Board of Trustees.
- Develop speeches and presentations on behalf of Directors for both internal (including engaging material for Make It Happen Mondays) and external audiences.
- Liaise with media, event organisers, etc, to ensure the scope and logistics for reactive media PR opportunities are fully understood by the Director(s) involved.
- Create proactive blogs, articles and narrative on behalf of Directors, ensuring these are approved by the relevant Director(s) and published in a timely manner.

- Respond to requests for content and/or comment from Directors.
- Represent the Directors on high profile internal projects to ensure employee and volunteer communication needs are being considered and then met.
- Represent the Executive team, each individual Director and their work and contribution to the charity with positivity and enthusiasm when speaking and liaising with internal and external audiences.
- As with the wider executive support team, maintain exceptional levels of confidentiality and integrity about Director-led initiatives or information unless clearly intended for onward communication.
- Work across the charity to identify strategic initiatives that Directors should communicate to internal and external audiences, reinforcing the charity's values, brand, and strategy. Develop and contribute to communication plans that build understanding, trust, and strengthen the charity's reputation.
- Ensure Directors (and deputies where appropriate) are media trained and able to represent the charity with confidence and content.
- Work with internal stakeholders to develop, agree and deliver a corporate communication strategy that determines what the charity does/does not communicate about at a corporate level.
- Collaborate with the charity's PR, internal communication and marketing team members to ensure communications are co-ordinated and aligned.

Brand

- Lead the charity's reactive communications strategy, aligning this with Directors and the PR/Communications team.
- Ensure the charity's brand, strategy and purpose is accurately and proactively reflected in all messaging and content which quotes or is on behalf of Directors.

- Reflect the charity's tone-of-voice, taking a plain-English approach to communication by avoiding technical terms, jargon and acronyms.
- Champion the charity's values and reflect its people-centric culture through every communication.
- Develop content which places the charity's beneficiaries and/or supporters at the very heart of all messaging and communication, identifying and involving suitable case studies wherever this is possible and appropriate.

Process and Governance

- Ensure Directors are advised about potential PR and communication opportunities and can consider and input before they are committed to.
- For proactive communication, diarise approval time in Directors' diaries and provide Executive briefings and content well in advance (giving weeks' rather than days' notice) so that there is plenty of time for Directors to review, adapt and approve before the deadline or event.
- Where reactive opportunities (e.g. tv and radio interviews) are available, ensure the relevant Director has adequate notice and time to prepare, negotiating longer timeframes on their behalf where this is possible and necessary.
- Work with Directors and Board members to secure their input to speeches and content, collaborating and keeping them updated every step of the way.
- Secure input and approval of messages and content from colleagues and teams where appropriate.
- Ensure beneficiaries and supporters who feature in case studies to be conveyed in corporate communication are thoroughly briefed/prepared and can reinforce the charity's vision and values.
- Ensure GDPR is adhered to and photo permissions are secured and appropriately logged for Director-led communication.

- Report the impact of external communication, providing content for Board and sub-committee reports and presentations.
- Organise and prepare a quarterly review with each Director to share what has i) worked well during the previous quarter, ii) could be improved or iii) has gone badly. And develop an individual action plan to build upon this two-way feedback.
- Organise and prepare a monthly review with key stakeholders (e.g. Internal Communication Manager, PR Manager and Head of Brand, Marketing and Communication) to understand what has i) worked well during the previous quarter, ii) could be improved or iii) has gone badly. Maintain and circulate a record of all key learnings and actions.

Qualifications

- Educated to degree level or equivalent.
- Has achieved a recognised professional qualification which demonstrates an ongoing commitment to learning and development.
- Has certificates/received training in relevant business practice e.g. safeguarding, GDPR, cyber security, health and safety, etc.

Knowledge and Experience

Essential:

- Demonstrable experience of effective PR management, preferably with a not-for-profit organisation.
- Clear experience of having embraced organisational change and transformation, and of helping colleagues and team members to do likewise.
- Substantial experience developing and maintaining strong relationships with a broad range of internal and external stakeholders including charity beneficiaries, the media, volunteers, suppliers and corporate partners.
- Extensive experience of successfully prioritising projects, activities and work so that those activities that will have greatest strategic impact are delivered first and foremost.
- Proven communications acumen with the ability to manage a budget.

Desirable:

- Knowledge of the UK cancer landscape, current challenges, and relevant legislation would be beneficial.
- Prior experience working within the charity sector.

Skills & Abilities

- Excellent collaboration, prioritisation and communication skills.
- Integrity and discretion when handling privileged information.
- The ability to plan own workload and manage that of others, on time.
- Excellent written and verbal communication and influencing skills, with a strong background presenting complex information, simply and effectively to a range of audiences.
- Excellent networking, influencing and relationship management skills, with the ability to inspire and motivate others, as well as the confidence and personal authority to work with external organisations.
- A dedicated and respected team player creating effective working relationships with others.
- Highly comfortable working with challenging and changing environments. Flexible, demonstrating resilience.
- A relentless commitment to continuous improvement.
- A passion for excellence.
- Able to collaborate positively and effectively, welcoming ideas and input.
- A genuine passion for the charity's mission and a commitment to improving the lives of people affected by cancer.

Other requirements

- Ability to travel across the Yorkshire region
- A willingness to complete our pre-employment checks (to be undertaken once the role is offered and accepted) which include:
 - A check on your employment history by seeking two references
 - A check on your eligibility to work in the UK as per the Immigration, Asylum and Nationality Act 2006
 - A check on your highest educational achievement(s)
 - A check on your professional qualification(s)
 - A DBS check at the level relevant to your role.

Satisfactory completion of a pre-employment health assessment. If needed, you will also be required to undergo a medical assessment (at the charity's expense) by a medical practitioner of the charity's choosing.

DBS Check Level

- This role requires a basic DBS check

Values and Behaviours

- Passionate about the values of Yorkshire Cancer Research (see 'Our Values' below).
- Safeguarding is the responsibility of all employees who must remain aware and vigilant to potential safeguarding breaches and always report any suspicions or incidents following our internal reporting guidelines which will be shared during induction.
- Yorkshire Cancer Research operates a strict 'no smoking' policy throughout our premises, car parks and vehicles. Employees must not smoke whilst wearing charity branded clothing or whilst on duty. If the post holder chooses to, the charity will help and support them to stop completely or temporarily abstain from smoking during their working hours.

Values & Behaviours

Values

<p>Here for Yorkshire</p>	<p>United by the cause</p>	<p>Think big and bold</p>	<p>Make it happen</p>
<p>The needs of people in Yorkshire come first.</p> <p>They are at the heart of everything we do.</p>	<p>We collaborate with each other and with other organisations; united by the need to <i>Give Yorkshire More Life to Live</i>.</p>	<p>We deliver world-leading research and services.</p> <p>We dare to think differently.</p>	<p>We create and build solutions.</p> <p>We approach our work with positivity, energy and drive.</p>

Behaviours

	Behaviours
<p>Here for Yorkshire</p>	<p>The needs of people in Yorkshire come first</p> <p>Yorkshire Cancer Research exists to prevent diagnose and treat cancer in Yorkshire. The needs and interests of people in Yorkshire are at the forefront of what we do, how we think and how we act.</p> <p>People are the heart of everything we do</p> <p>When we develop new plans, projects and activities, we actively seek patient, supporter and/or customer input to inform our approach and decision-making.</p>
<p>United by the Cause</p>	<p>United by the need to <i>Give Yorkshire More Life to Live</i></p>

	<p>We are transparent and open in what we do and what we say, uniting to support one another in achieving our shared goals.</p> <p>We collaborate with each other and other organisations</p> <p>We work to build relationships based on trust and collaboration. We seek to understand the needs and objectives of others to establish the common ground and agree how we can work together to benefit people in Yorkshire.</p>
<p>Think Big and Bold</p>	<p>We deliver world-leading research and services</p> <p>We evaluate worldwide research and we test and we learn in order to drive the greatest advances and impact in cancer research and services. We promote a culture of continual improvement and innovation.</p> <p>We dare to think differently to Give Yorkshire More Life To Live</p> <p>We are ambitious and not afraid to try something new or difficult when it comes to achieving our goals.</p> <p>Nor are we afraid to make difficult decisions when they are in the best interests of those we exist to serve; the people of Yorkshire.</p>
<p>Making it Happen</p>	<p>We create and build solutions</p> <p>We are focused on understanding the impact of our work and the difference it is making. We ensure we are always pushing forward the achievement of our charity's vision.</p> <p>We approach our work with positivity, energy and drive</p> <p>We see every challenge as an opportunity to provide a solution.</p> <p>When it comes to preventing, diagnosing and treating cancer, we deliver pioneering solutions <i>To Give Yorkshire More Life To Live</i>.</p> <p>We pursue our goals with enthusiasm and commitment; always asking 'Can I, and can we, do more?'.</p>

Job Applicant Privacy Notice

Data controller: Yorkshire Cancer Research (the Charity)

As part of any recruitment process, the Charity collects and processes personal data relating to job applicants. The Charity is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

What information does the Charity collect?

The Charity collects a range of information about you. This includes but is not limited to:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

The Charity collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The Charity will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks. The Charity will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

Why does the Charity process personal data?

The Charity needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the Charity needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The Charity has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Charity to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Charity may also need to process data from job applicants to respond to and defend against legal claims.

Where the Charity relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Charity processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Charity processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

The Charity is obliged to seek information about criminal convictions and offences. Where the Charity seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, the Charity will keep your personal data on file in case there are future employment opportunities for which you may be suited. The Charity will ask for your consent before it keeps your data for this purpose, and you are free to withdraw your consent at any time.

How we use AI in the recruitment process

We use AI based tools to assist with parts of the recruitment process. The tool may:

- Review applications for matches to essential and desirable criteria
- Analyse key words, skills, qualifications or experience
- Rank or score applications
- Identify where candidates indicate they do not meet essential requirements (e.g., answering 'No' to mandatory questions) and flag such applications for filtering

If the role requires specific mandatory skills or qualifications, the AI tool may:

- Automatically flag or filter candidates who have indicated they do not meet those essential requirements
- Present filtered applications separately for review
- Recommend that such applications do not proceed

A human decision maker will remain involved at all stages of the recruitment process. We do not make final recruitment decisions based solely on AI and the recruitment team examine all AI recommendations before any application is progressed or rejected.

We use AI tools to:

- Increase consistency and fairness in screening
- Manage high volumes of applications efficiently
- Help identify applicants who meet the essential criteria for the role
- Reduce human error and unconscious bias
- Support (but not replace) human decision making

To ensure fairness and protect your rights, we apply the following safeguards to any AI assisted decisions:

- AI outputs are always reviewed by human decision makers
- All candidates may request human intervention or contest AI influenced decisions
- We regularly assess AI tools for accuracy and bias
- We maintain transparency regarding what the tools do and don't do.
- Essential criteria used for filtering are clearly set out in the job description or application form

Who has access to data?

Your information will be shared internally for the purposes of the recruitment process. This includes members of the HR and senior executive teams, interviewers involved in the recruitment process, managers in the Charity's team with the vacancy and IT staff if access to the data is necessary for the performance of their roles.

The Charity will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Charity will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and the Disclosure and Barring Service to obtain necessary criminal records checks.

The Charity will not transfer your data outside the United Kingdom.

How does the Charity protect data?

The Charity takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties. The Charity has a Data Protection Policy and an ICT Acceptable Use Policy which apply to all its employees.

For how long does the Charity keep data?

If your application for employment is unsuccessful, the Charity will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow the organisation to keep your personal data on file, the Charity will hold your data on file for a further period of 6 months for consideration for future employment opportunities. At the end of that period or once you withdraw your consent, your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new employee privacy statement.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the Charity to change incorrect or incomplete data;
- Request human intervention in AI supported decisions;
- Contest an AI assisted decision;
- require the Charity to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the Charity is relying on its legitimate interests as the legal ground for processing; and
- ask the Charity to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Charity's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact the Charity's Company Secretary, Joanne Mornin (joanne.mornin@ycr.org.uk)

You can make a subject access request by contacting the Company Secretary.

If you believe that the Charity has not complied with your data protection rights, you can complain to the Information Commissioner.

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data to the Charity during the recruitment process. However, if you do not provide the information, the Charity may not be able to process your application properly or at all.

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