

Senior press & PR officer, fundraising (maternity cover)

Directorate

Fundraising, communications and engagement

Team

Press, PR & celebrity

Reporting manager

Senior press & PR manager (fundraising)

Direct reports

None

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 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

The Senior Press & PR Officer (Fundraising) will lead media activity around the charity's corporate partnerships and flagship fundraising PR campaigns to increase engagement and income that enables the charity to continue to be there for anyone affected by breast cancer – both through its care and support services, and to provide hope for the future through its world-class breast cancer research. With a renewed focus and ambition, we are committed to significantly increasing our reach and engagement amongst a range of audiences. We want to establish ourselves as the 'charity partner of choice' among actual and potential supporters, and to build relationships that maximise support and income generation.

Key tasks and duties

- To lead on the creation, delivery and evaluation of PR plans and day-to-day activity for the charity's corporate partnerships to deliver impactful results that meet both parties' objectives.
- To lead on the creation, delivery and evaluation of PR plans and day-to-day activity for the charity's PR activity for flagship fundraising campaigns to deliver impactful results.
- To horizon scan ongoing, identifying and seizing opportunities to profile Breast Cancer Now's fundraising portfolio and position the charity as expert commentators in the wider fundraising, charity and health sectors.
- To build and nurture trusted and influential relationships with the charity's fundraising supporters and corporate partners (particularly their press teams) to deliver most impactful results.
- To write impactful and newsworthy content including press releases, statements, letters to editors, blogs, and case study stories, ensuring appropriate internal sign

off and issuing to relevant media outlets.

- To lead on organising events that support fundraising PR activity such as photocalls and launch events.
- To lead on building and nurturing strong, trusted working relationships with key journalists across national and regional UK media, and manage any media attending Breast Cancer Now events.
- Working with the case studies lead, source, pitch and place case study stories in the media to demonstrate the need for and impact of our work, to increase engagement and income.
- Responsible for setting up media interviews and supporting spokespeople, including preparing and delivering written and verbal briefings to ensure 'on message' and impactful interviews.
- Working closely with colleagues across the communications directorate (especially digital and social media teams) to ensure all PR content is integrated across channels.
- To ensure the charity's voice, tone and key messages are applied consistently across content and align with our ambition to be a bold voice in breast cancer and the 'go to' organisation for comment and opinion.
- Participate in the press office out-of-hours on-call rota to respond quickly and effectively to media enquiries across all areas of the charity's work.
- To support the monitoring, reporting and evaluation of all PR activity and campaigns, including issuing the daily media coverage report sent to all staff.
- Support the press & PR officer with the delivery of projects.
- 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 |
| Relevant experience in a busy and fast-paced press office or news environment, juggling multiple priorities and working effectively both as part of a team and independently. | X | X |
| An excellent understanding of media relations across national, broadcast, regional and consumer media, and with a proven track record of media successes. | X | X |
| A strong understanding of external charity fundraising and corporate partnerships environment across the UK, and experience in responding to this to leverage media profile. | | X |
| An excellent track record of building and maintaining trusted and influential relationships with key stakeholders (e.g. journalists, supporters, donors, corporate partners). | X | X |
| Demonstrable experience of developing, delivering and evaluating successful integrated media relations plans that support fundraising or consumer brand projects | | X |
| Experience of navigating sign-off processes quickly and diplomatically to meet journalists' tight deadlines and corporate partners' deadlines. | | X |
| Experience working on and/or supporting on reputation/issues management, including the development of Q&As and statements | X | X |

Knowledge, skills and attributes

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| Excellent written and verbal communications skills – in particular, the ability to produce a range of strong and engaging press materials. A strong sense of what makes a good news story, and an ability to proactively identify opportunities presented by the wider external environment to further build profile. | X | X |
| A proactive self-starter as well as being a collaborative and enthusiastic team player. | X | X |
| The ability to remain calm under pressure. | X | X |
| Excellent planning and organisational skills, with ability to meet tight deadlines and manage multiple and complex projects. | X | X |
| Negotiation and influencing skills (across internal and external stakeholders) that enable you to build and secure opportunities that build engagement and generate income. | X | X |
| Excellent planning and organisational skills, with the ability to prioritise work and handle conflicting demands and tight deadlines. | | X |

Role information

Key internal working relationships

You'll work closely with the following:

- Press, PR & celebrity
- Fundraising – corporate, partnerships, fundraising products, philanthropy and special events, individual giving and supporter engagement
- Brand, marketing and communications
- Digital and strategic insight
- Clinical
- CEO Office

Key external working relationships

You'll work closely with the following:

- Corporate Partners and their PR teams/agencies.
- Media teams of other parties involved in partnership/collaborative activity

General information

| | |
|--|---|
| 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> |
| Hours of work | 35 per week, Monday to Friday |
| Contract type | 12-month fixed term (maternity cover) |
| Medical research | 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. |
| Conflict of interests | 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. |
| Immigration, Asylum and Nationality Act 2006 | You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK. |
| Our commitment to equity, diversity and inclusion | 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 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.

Find out more about us at
breastcancer.org

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support charity