

## Job description

# Senior Stories Officer

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| <b>Reporting to:</b>         | Senior Media Manager  |
| <b>Staff responsibility:</b> | None  |
| <b>Salary:</b>               | <p>£35,116 starting per annum plus £2000 London weighting if applicable (home address within M25 perimeter/regardless of how often travel is required into the office).</p> <p>We offer a competitive package and are open to discussing compensation based on experience.</p> <p>Contributory pension scheme and benefits package.</p> |
| <b>Location:</b>             | Home based or London/Hybrid   |
| <b>Enrolment Type:</b>       | Permanent   |
| <b>Holiday entitlement:</b>  | 27 days, plus three discretionary days between Christmas and New Year and statutory holidays.   |
| <b>Terms and conditions:</b> | <p>Full time</p> <p>The post holder may be required to work some evenings and weekends. Time off in Lieu will be given in line with the charity's policy.</p>   |

## About Bowel Cancer UK

Bowel Cancer UK is the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We currently have employees working across four nations in England, Wales, Scotland and Northern Ireland.

Thanks to the generosity of our community, we're in a privileged position to be able to deliver our ambitious new strategy, *On a Mission*. There are huge challenges facing bowel cancer patients across the UK and our community needs us now more than ever. We're building a strong and united team to bring us closer to a world where nobody dies of bowel cancer.

## Job summary

The Senior Stories Officer is responsible for sourcing, developing and sharing powerful lived-experience stories that bring Bowel Cancer UK's mission and impact to life. The role leads the ethical gathering, crafting and distribution of case studies across channels including media, digital, social media, fundraising materials, campaigns, partnerships, and internal communications.

The postholder will work closely with people affected by bowel cancer, ensuring their experiences are represented sensitively, accurately and in an informed way. They will also support colleagues across the charity to use stories effectively, maintaining a central story and assets bank, and safeguarding processes.

## **Main responsibilities**

### **Story sourcing & relationship building**

- Identify people with lived experience willing to share their stories for use in Bowel Cancer UK communications and campaigns, build trusting relationships and support them to share their stories with care and empathy
- Work with brand, services, fundraising, partnerships, campaigns, digital content and media teams to create a steady pipeline of suitable case studies
- Conduct sensitive interviews (in person, phone or online) ensuring a supportive, trauma-informed approach

### **Ethical story management**

- Lead the end-to-end consent process, ensuring informed, documented and GDPR-compliant permissions
- Assess risk and suitability of case studies, escalating safeguarding concerns where needed
- Ensure stories reflect diversity, inclusivity and accurate representation of lived experience

### **Content creation & storytelling**

- Write and edit high-quality case studies, long- and short-form stories, quotes, blogs and profiles
- Adapt stories for a range of channels and audiences including fundraising appeals, social media, website, newsletters, press opportunities and campaigns
- Work with the Creative Content team to develop multimedia story assets

### **Story bank & systems management**

- Develop and roll out our Digital Asset Management System (DAMS), ensuring we have an organised, up-to-date story bank including consent records, tagging and usage history and supporting teams with appropriate training

- Build up a photo bank and assets alongside written stories for use across channels, working closely with the Creative Content team
- Track availability, permissions, demographics and review timelines for all case studies
- Improve processes, templates and documentation to support high-quality, ethical storytelling

### **Collaboration & organisational support**

- Support teams across the charity by providing relevant, vetted stories
- Advise colleagues on best practice, inclusive language and safe and appropriate usage
- Contribute to campaign planning, brand development, and content strategies with story-led ideas and insights

### **Impact, reporting & learning**

- Monitor and report on usage, engagement and impact of stories across channels
- Gather feedback from storytellers to ensure positive and safe involvement
- Identify gaps in representation and proactively source stories to address them

### **Other responsibilities**

- Support crisis communications and media responses with suitable, risk-assessed case studies, working closely with the media and social teams
- Stay informed on best practice in safeguarding, ethical storytelling and lived-experience engagement
- Contribute to organisational planning, evaluation and cross-team initiatives

## Person specification

### Qualifications and experience

- Proven experience gathering and producing lived-experience stories, ideally within a health or charity context
- Strong interviewing and storytelling skills, with experience of handling sensitive or complex personal narratives
- Understanding of trauma-informed practice, consent processes and GDPR requirements
- Experience producing content for a range of channels (web, social, print, email, campaigns)
- Experience with story banks, content libraries or case study management systems, eg Digital Asset Management Systems (DAMS)

### Knowledge, skills and abilities

- Exceptional written communication and editing skills
- Strong interpersonal skills with the ability to build trust quickly
- Excellent organisational skills and attention to detail
- Ability to assess risk and apply safeguarding principles
- Confident working across teams and prioritising multiple projects

### Personal qualities

- Compassionate, empathetic and respectful approach to lived experience
- Commitment to equity, diversity, inclusion and accessible storytelling
- Calm and professional when handling emotional or sensitive topics
- Collaborative, positive and proactive attitude
- Passionate about the work of Bowel Cancer UK

## **Safeguarding:**

Safeguarding is everyone's responsibility and at Bowel Cancer UK we are committed to safeguarding children, young people and vulnerable adults and we expect all staff and volunteers to share this commitment.

Successful candidates may be subject to either a satisfactory, basic or enhanced disclosure from the Disclosure and Barring Service (DBS - UK), (PVG – Scotland) or Access (NI) dependent upon the role. There is no cost to you and will be processed on your behalf.

## Our Values at Bowel Cancer UK:

We live by five core values that guide everything we do. They're not just words—they shape our culture, our decisions, and the way we support our community.

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### **Caring – Patient and Community Focused**

#### **We put people first**

- We listen and respond to the needs of patients and families
  - We make a positive, lasting difference to lives
  - We work with compassion and empathy every day
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### **Ambitious – Determined to Make Change**

#### **We aim high because lives depend on it**

- We set bold goals and strive to exceed them
  - We embrace challenges and find innovative solutions
  - We never stop learning and growing
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### **Supportive – Compassionate and Human**

#### **We care about each other and our community**

- We treat everyone with respect and kindness
- We create an environment where people feel valued and included
- We celebrate teamwork and collaboration

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## **Expert – Evidence-Based and Trusted**

### **We lead with knowledge and integrity**

- We base our work on research and best practice
- We stay ahead of developments in bowel cancer care
- We share expertise to empower others

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## **Open – Welcoming and Inclusive**

### **We believe diversity makes us stronger**

- We welcome different perspectives and ideas
- We ensure fairness and transparency in all we do
- We create a space where everyone can be their authentic self