CANDIDATE INFORMATION PACK

World Cancer Research Fund

Media and PR Officer

Closing date: 5pm, Monday 9th May 2022

This pack includes:

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- WCRF ORGANISATIONAL VALUES
- ABOUT THE ROLE
- JOB DESCRIPTION
- PERSON SPECIFICATION
- TERMS & CONDITIONS
- HOW TO APPLY
- EQUAL OPPORTUNITY MONITORING FORM
- JOB APPLICANT PRIVACY POLICY

For more information about the organisation please visit our website: www.wcrf-uk.org
WELCOME

If you’re passionate about healthy living and health promotion, and want to see a world where no one develops a preventable cancer, why not consider joining us at World Cancer Research Fund?

Cancer currently affects one in two people in the UK but, as the cancer prevention experts, we know that about 40 per cent of cancers could be prevented.

World Cancer Research Fund champions the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can empower people to make informed lifestyle choices to reduce their cancer risk.

We are a member of the World Cancer Research Fund network of cancer prevention charities based in the UK, EU and US. As a network, we are a leading authority on cancer prevention through diet, weight and physical activity.

To meet our vision of living in a world where no one develops a preventable cancer, we need high quality and motivated employees from a mix of backgrounds and with a range of skills and experiences. In return, we aim to offer the best possible working environment for people so that talent is nurtured and developed.

Within this candidate pack you will find additional information about the role you are applying for and the benefits we offer.

To apply for this role, please complete and submit a CV, covering letter (maximum two pages) and the attached equal opportunities form. If you have any queries please contact Human Resources at hr@wcrf.org or visit our website at www.wcrf-uk.org.

On behalf of World Cancer Research Fund we thank you for your interest in helping to prevent cancer and wish you the best of luck with your application.

Best wishes,
Human Resources
VALUES

EVIDENCE BASED
We are an authority on lifestyle related cancer research – continuously learning and evaluating, so that we can deliver excellent outcomes.

INCLUSIVE
Everyone counts – we value, respect and trust each other.

INFLUENTIAL
We are collaborative, engaged and focused on maximising impact in all that we do.

INNOVATIVE
We are curious and creative; evolving and exploring so we can deliver solutions that make a real difference.

EMPOWERING
We make every day meaningful, building and sharing our knowledge and allowing our passion to shine through.
ABOUT THE ROLE

We are seeking a Media and PR Officer who will be responsible for developing and delivering the charity’s media relations activities, including preparing and distributing press releases; identifying and building relationships with relevant journalists and influencers; responding to breaking news stories with timely comments and pitching features. They will support the work of both the UK and International arms of the charity, working particularly closely with the Science and Policy teams. They will identify pro-active PR opportunities for research projects, communicating creatively and engagingly about our scientific research to the media, our supporters and the public. They will also help to identify, interview and write-up impactful case-studies and personal supporter stories.

Who you will be working with:
You will be working with World Cancer Research Fund’s Communications and Engagement department comprising the Communications, Design and Digital teams. Together, the department works in close collaboration with all other departments, and in particular with our Health Information, Fundraising, Policy and Research teams – helping to promote their work and activities as well as involving them closely in any C&E-driven initiatives.

World Cancer Research Fund’s Communications and Engagement Department

What we are looking for:

- Solid experience of science communications, a PR or media relations role in a charity and/or the health or science sectors
- A keen sense of news, an ability to write concise but impactful press releases, and success in pitching stories or features that have secured strong media coverage (print and/or broadcast)
- A real ability to write copy that communicated complex topics to a lay audience, plus excellent editing and proof-reading skills
- Strong forward planning, organisational and project management skills, and an ability to handle a busy workload and meet tight deadlines.
- An attention to detail, an excellent team worker, and a self-motivated and proactive approach.
- An ability to build and maintain effective internal and external working relationships at all levels.
- Ideally an interest in public health, health promotion or cancer prevention and survival research.
**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th>Job title</th>
<th>Media &amp; PR Officer</th>
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<tbody>
<tr>
<td>Department</td>
<td>Communications &amp; Engagement</td>
</tr>
<tr>
<td>Reporting to</td>
<td>Head of Communications</td>
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<tr>
<td>Contract</td>
<td>Permanent contract</td>
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<tr>
<td>Location</td>
<td>London, N1</td>
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<tr>
<td>Hours</td>
<td>37.5hrs per week – full time</td>
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<tr>
<td>Salary</td>
<td>FTE: £28,000 - £30,000 per annum, plus benefits</td>
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**Department description**

The Communications Team is part of the Communications & Engagement Department, also comprising an in-house Design Team, and a Digital Team. The Communications Team is the strategic heart of all media relations, PR, story telling and brand communications work on behalf of World Cancer Research Fund (WCRF), for both the UK and international entities (that are also part of a network of cancer prevention charities across the UK, Netherlands and US). The Communications Team has a strong reputation throughout both organisations and takes a lead role planning and coordinating the content, design, promotion and messaging of WCRF’s key campaigns across health information, fundraising, research and policy.

**Main purpose of the role**

The post-holder will work with the Head of Communications to develop and deliver WCRF’s media relations activities, including preparing and distributing press releases; identifying and building relationships with relevant journalists and influencers; responding to breaking news stories with timely comments, and pitching features. They will support the work of both WCRF and WCRF International, working particularly closely with the Science and Policy teams (of WCRF International) and acting as the team lead in this area. They will identify pro-active PR opportunities for research projects, communicating creatively and engagingly about World Cancer Research Fund’s scientific research to the media, our supporters and the public. They will also help to identify, interview and write up impact-demonstrating case studies and personal supporter stories.

**Main duties and responsibilities**

<table>
<thead>
<tr>
<th>A</th>
<th>Media Relations</th>
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<tbody>
<tr>
<td>1</td>
<td>Working closely with the Head of Communications, identify opportunities to package up and pitch the organisation’s work to secure increased levels of media coverage.</td>
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<tr>
<td>2</td>
<td>Working closely with the Head of Communications, develop and write press releases for International and UK as required, sell in stories to journalists and respond to external media requests.</td>
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<td>3</td>
<td>Identify new media contacts, develop relationships with journalists and keep contact list updated.</td>
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<td>4</td>
<td>Pitch and write content for external media/digital outlets.</td>
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<td>5</td>
<td>Proactively find opportunities to provide comment on breaking news stories (e.g. via Press Association alerts system)</td>
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<tr>
<td>6</td>
<td>Work alongside the Social Media &amp; Marketing Officer to identify and reach out to influencers and v/bloggers to promote our work.</td>
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<tr>
<td>7</td>
<td>Accompany spokespeople to media interviews; this includes prepping the spokespeople by writing a briefing document beforehand.</td>
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<tr>
<td>8</td>
<td>Work with the Head of Communications to organise media training for spokespeople; writing Q&amp;As where appropriate. Deliver a bi-annual schedule of media training to WCRF spokespeople.</td>
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<tr>
<td><strong>B</strong> Science Communications</td>
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<tr>
<td>1</td>
<td>Identify and scope opportunities for proactive Research communication articles and projects.</td>
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<tr>
<td>2</td>
<td>Write and edit summaries of WCRF International scientific material (e.g. Grants summaries) for a consumer audience, to support research communications.</td>
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<tr>
<td>3</td>
<td>Liaise with Science &amp; Research and Policy teams regarding any forthcoming results, published research, blogs or policy papers.</td>
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<tr>
<td>4</td>
<td>Organise, provide an agenda for, and make notes of the WCRF International Comms cross-departmental meeting (Policy, Science, Communications, and Digital) every 4 to 6 weeks.</td>
</tr>
<tr>
<td>5</td>
<td>Work with the Digital team to ensure the WCRF and WCRF International websites are kept up to date and the content regularly reviewed, particularly where Science/Research/Policy news stories, blogs, articles and web pages are concerned.</td>
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<tr>
<th><strong>C</strong> Supporter stories and newsletter</th>
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<tbody>
<tr>
<td>1</td>
<td>Source, interview and write up compelling supporter stories.</td>
</tr>
<tr>
<td>2</td>
<td>Pitch and place supporter stories - both internally and externally - as a way of bringing colour and heart to our work.</td>
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<tr>
<td>3</td>
<td>Ensure any use of supporter stories are GDPR compliant and follow WCRF consent and safeguarding procedures and policies.</td>
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<tr>
<td>4</td>
<td>Review feedback from our supporters’ quarterly newsletter, noting positive or negative comments and selecting and then approaching any that are appropriate for case study work.</td>
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<td>5</td>
<td>Draft responses to questions and enquiries from our supporter newsletter readers (for HI team to review).</td>
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<thead>
<tr>
<th><strong>D</strong> Administration</th>
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<tbody>
<tr>
<td>1</td>
<td>Manage the media monitoring and database services.</td>
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<td>2</td>
<td>Produce the daily news digest of relevant stories and media coverage every morning to share with all staff.</td>
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<tr>
<td>3</td>
<td>Monitor the PR inbox (<a href="mailto:pr@wcrf.org">pr@wcrf.org</a>) and respond to media requests/flag upcoming relevant media opportunities.</td>
</tr>
<tr>
<td>4</td>
<td>Manage the supporter stories library/database, keeping it up to date.</td>
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<tr>
<td>5</td>
<td>Work with Head of Communications to produce monthly media coverage analysis report for all staff.</td>
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<tr>
<td>6</td>
<td>Support general team administration.</td>
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<tr>
<th><strong>E</strong> Other Duties</th>
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<tbody>
<tr>
<td>1</td>
<td>Copy review and proof-read content for external audiences, such as research publications; guest blogs; consumer health information – with a particular emphasis on science and policy content.</td>
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<tr>
<td>2</td>
<td>When necessary, the Media &amp; PR Officer may need to attend external events to support other departments such as Fundraising or Health Information.</td>
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<tr>
<td>3</td>
<td>Liaise with colleagues from US and Netherlands to ensure relevant people are kept up-to-date, to avoid duplicating work efforts and maintain good working relationships across the network.</td>
</tr>
<tr>
<td>4</td>
<td>Undertake any other duties as directed by Head of Communications.</td>
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<tr>
<td>5</td>
<td>Ensure all actions undertaken comply with the current General Data Protection Regulations.</td>
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## PERSON SPECIFICATION

The person specification describes the specific experience, knowledge, skills, qualifications and attributes that are needed for the job.

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<thead>
<tr>
<th>Experience</th>
<th>Knowledge and technical skills</th>
<th>Personal attributes</th>
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<tbody>
<tr>
<td>Experience in science communications, PR or press role in charity, health or science sector (E)</td>
<td>Experience of selling in stories to journalists and broadcast media, securing media coverage (E)</td>
<td>Creative thinker; able to develop engaging ideas to achieve communication goals</td>
</tr>
<tr>
<td>Experience of selling in stories to journalists and broadcast media, securing media coverage (E)</td>
<td>Experience of proactively seeking opportunities for reactive comment to breaking news stories (E)</td>
<td>Able to work in an expert, internationally focused environment</td>
</tr>
<tr>
<td>Experience of proactively seeking opportunities for reactive comment to breaking news stories (E)</td>
<td>Experience in writing copy, including communicating complex science, health or research topics to a lay audience (E)</td>
<td>Accuracy and attention to detail</td>
</tr>
<tr>
<td>Experience in writing copy, including communicating complex science, health or research topics to a lay audience (E)</td>
<td>Experience in writing and editing for the web (D)</td>
<td>Excellent team worker</td>
</tr>
<tr>
<td>Experience in writing and editing for the web (D)</td>
<td>Experience or knowledge of developing web content, leaflets, videos and infographics (D)</td>
<td>Able to build and maintain effective internal and external working relationships at all levels</td>
</tr>
<tr>
<td>Experience or knowledge of developing web content, leaflets, videos and infographics (D)</td>
<td>Experience of liaising with academic researchers and other professionals (D)</td>
<td>A flexible and positive approach</td>
</tr>
<tr>
<td>Experience of liaising with academic researchers and other professionals (D)</td>
<td>Experience of interviewing supporters and beneficiaries and turning this into compelling stories (D)</td>
<td>Demonstrable self-motivated, proactive and results-orientated approach to work</td>
</tr>
<tr>
<td>Experience of interviewing supporters and beneficiaries and turning this into compelling stories (D)</td>
<td>Experience of using social media tools and techniques to achieve communication goals and grow online engagement (D)</td>
<td>Able to handle a busy workload, meet tight deadlines, plan ahead and prioritise effectively</td>
</tr>
<tr>
<td>Experience of using social media tools and techniques to achieve communication goals and grow online engagement (D)</td>
<td>A scientific background and the ability to communicate scientific topics effectively to a lay audience</td>
<td>Application Assessment Interview</td>
</tr>
<tr>
<td>A scientific background and the ability to communicate scientific topics effectively to a lay audience</td>
<td>Keen news sense and able to write press releases, and pitch features that secure coverage</td>
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<tr>
<td>Education and qualifications</td>
<td>Graduate level or equivalent</td>
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An interest in health promotion and health-related issues, ideally with an interest in the science and research around cancer prevention and survival
TERMS & CONDITIONS

Salaries
World Cancer Research Fund pays salaries into bank accounts once a month on the 26th of each month.

Flexi-time scheme
A flexi-time scheme is in operation across the organisation. The daily requirement is to work 7.5 hours. Staff also need to take a lunch break of at least 30 minutes (staff can take up to a maximum of 2 hours for lunch). The core hours are 10.00am–4.30pm, Monday to Friday when all employees must be present. Employees may arrive for work between 8.30am and 10.00am (8.00am and 10.00am Monday and Friday) and leave between 4.30pm and 7.00pm (4.00pm and 7.00pm Monday and Friday). The daily minimum hourly requirement of 7.5 working hours per day plus lunch must be met; any extra time cannot be “rolled over” or "banked”.

Annual leave
World Cancer Research Fund’s annual leave year runs from 1 October to 30 September. Annual entitlement for full-time staff is in relation to length of service:
- Less than 1 year of continuous service at the beginning of a holiday year: 25 days (pro-rated to your start date)
- 1 year or more of continuous service at the beginning of a holiday year: 26 days
- 3 years or more of continuous service at the beginning of a holiday year: 28 days
- 5 years or more of continuous service at the beginning of a holiday year: 30 days

Sick leave
For full-time staff, World Cancer Research Fund allows up to 20 days sick leave in any rolling year without deducting pay. This allowance increases to 25 days sick leave plus 40 days half-pay after one years’ service.

Pension plan
WCRF contributes into an approved pension scheme, which is administered by Standard Life. Employees will be auto-enrolled into the scheme after 3 months and will contribute a minimum of 5% of their salary each month. WCRF will match the employee’s contributions of up to 5% of the employee’s salary each month.

Private healthcare
We offer private healthcare for employees, which gives all employees access to private healthcare (hospital and outpatient care) by referral from NHS. You are eligible to join the scheme after successful completion of the probationary period.

Dental cover scheme
We offer all employees a contribution to their dental expenses by allowing employees to opt in to a dental cover scheme. You are eligible to join the scheme after successful completion of the probationary period.

Life assurance and income protection
We cover all employees from their first day of employment and provide cover, which is equal to 4 x the individual’s salary on death while employed alongside critical illness cover.

Permanent Health Insurance (PHI) scheme
All permanent members of staff, up to the age of 65, whose normal hours of work are at least 15 per week, are covered by the organisation’s Permanent Health Insurance (PHI) Scheme, at no cost to employees.

PHI is intended to provide income protection in the event of long-term illness or disability. The scheme provides an income replacement of up to 50% of the basic annual salary after a waiting period of 26 weeks,
starting from the date a disability commences.

Season ticket loan scheme
Employees can take advantage of an interest free loan for a purchase of an annual travel ticket. The loan is repaid via equal deductions from the employee’s salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

Cycle to work scheme
Employees can take advantage of an interest free loan for a purchase of a tax-free bike or accessories. The loan is repaid via equal deductions from the employee’s salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

Employee assistance programme
All employees, and their families, have access to a 24-hour confidential advice and support line.

Development opportunities
World Cancer Research Fund has an annual appraisal process in place during which individual development needs are discussed and training needs identified.

Probationary period and notice period
The post-holder is subject to a 6-month probation period during which 1 weeks’ notice on either part will apply. Following successful completion of the probationary period the post-holder will be on 1 months’ notice period.
HOW TO APPLY

Recruitment timetable

| Closing date for applications: | 5pm, Monday 9th May 2022 |
| Interviews:                  | 12th, 13th and 16th May |

To apply

You can apply for this vacancy by submitting a CV, covering letter (maximum two pages) and completed Equal Opportunities Monitoring Form. Your covering letter should provide specific examples of past achievements to demonstrate how you meet each criterion of the Person Specification and should also highlight how your skills and experience would benefit World Cancer Research Fund.

Your CV, covering letter and completed Equal Opportunities Monitoring Form can be submitted by email or post:

E-mail: hr@wcrf.org
Address: Human Resources
         World Cancer Research Fund
         140 Pentonville Road
         London N1 9FW
         UK
Phone: 020 7343 4200

If you do not hear from us within 14 days of the closing date, please assume your application has been unsuccessful on this occasion. Please note that we only provide feedback to shortlisted candidates.
EQUAL OPPORTUNITY MONITORING FORM

World Cancer Research Fund is committed to equal opportunities for all. Please help us monitor the effectiveness of our Equal Opportunity Policy by completing and returning this form. This will be separated from your application prior to assessment and used solely for statistical purposes.

Post applied for:

Please tick the appropriate boxes below:

GENDER
Male ☐ Female ☐

DISABILITY
World Cancer Research Fund welcomes applications from people with disabilities. The Disability Discrimination Act 1995 describes a disability as a physical or mental impairment which has a substantial and long term adverse effect on a person’s ability to carry out normal day-to-day activities. Having read this definition, do you consider yourself to have a disability?

Yes ☐ No ☐

ETHNIC GROUP
The categories indicated below are those recommended for use by the Commission for Racial Equality.

How would you best describe your ethnic origin?

Bangladeshi ☐ Indian ☐
Black – African ☐ Irish ☐
Black – Caribbean ☐ Pakistani ☐
Black – Other (please specify) ☐ White ☐
Chinese ☐ Other (please specify) ☐

NATIONALITY

UK ☐ Other (please specify) ☐

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Thank you for answering these questions.
JOB APPLICANT PRIVACY NOTICE

As part of any recruitment process, WCRF collects and processes personal data relating to job applicants. WCRF is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. WCRF collects a range of data about you which will include:

- Your name and contact details (including email address and telephone numbers);
- Details of your skills, qualifications, experience and employment history;
- Details regarding your current levels of remuneration and any work benefits entitlements;
- Whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- Information regarding your right to work in the UK and;
- Equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

This information will be collected from your CV and/or cover letter on application to us, plus from your examination certificates, passport, driving licence or other identity documents provided. We may also collect personal data about you from third parties, such as references obtained from former employers, background checks or criminal records checks as applicable.

HOW WE HANDLE THE DATA THAT IS SUBMITTED BY YOU
This data will be stored in an electronic format (including email) on our internal IT systems and also on paper within our HR Department. Your information may be shared internally for recruitment purposes with our recruiting managers, HR and IT team strictly for decision making purposes. We do not share your data with any third parties.

WHY WE PROCESS PERSONAL DATA
We need to process your data to take the necessary steps prior to entering into any contract with you. We may also need to process your data if we agree to enter into a contract with you. We have a legitimate interest in processing your data during the recruitment process to ensure that we make and keep records of the process. These records allow us to manage the process effectively, assess a candidate’s suitability for employment and decide whom to offer the roles to. We may also, from time to time, need to process data from job applicants to respond to and defend against legal claims.

DISCLOSURE OF YOUR INFORMATION
WCRF may transfer your data outside of the European Economic Area. However, your data will be protected as well as it would be in the EEA. Internally we will protect your data through internal controls and policies to ensure that your data is not lost, accidentally destroyed, misused, and is not accessed by our employees except in the proper performance of their duties.

DATA RETENTION
We will retain your personal data for a period of 6 months after we have communicated to you our decision about whether to appoint you to the role. We retain the information for that period so that we can show, in the event of a legal claim that we have not discriminated against candidates on prohibited grounds that we have conducted the recruitment process in a fair and transparent way. After this period, we will securely destroy your personal data in accordance with the applicable laws and regulations.

If your application is unsuccessful, we may keep your personal data on file for any suitable employment opportunities. We will seek your consent before we do so and you are free to withdraw your consent at any time by notifying us in writing.

WHAT IF YOU DO NOT PROVIDE PERSONAL DATA
You are under no statutory or contractual obligation to provide your data to us. If you elect not to do so however, we will not be able to process your application properly, if at all.
AUTOMATED DECISION-MAKING
Our recruitment process is not based on automated decision making and as such you will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

DATA PROTECTION LEGISLATION (YOUR RIGHTS)
As a data subject, you have a number of rights including:

• Access to your data on request
• Require us to stop processing your data on demand
• Requires us to delete your data on demand
• To change any incorrect or incomplete data we hold on you
• Request the transfer of your personal data to another party

If you would like to exercise any of these rights or have any queries with the privacy notice, please contact: The HR Director, WCRF, 140 Pentonville Road, London N1 9FW.