CANDIDATE INFORMATION PACK

This pack includes:

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

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

Closing date: 5pm, Wednesday 19th October 2022

World Cancer Research Fund

Health Information Officer
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 Europe, the Americas and Asia. 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 Health Information Officer who will be responsible for the development and delivery of World Cancer Research Fund editorial projects, providing the public with practical diet and lifestyle information about cancer prevention and survival. You will also maintain and develop Eat Move Learn, our growing website for 7-11s, and support the marketing of our health information to widen its reach to new audiences.

Who you will be working with:
You will be working within World Cancer Research Fund’s Health Information team who translate WCRF’s scientific evidence on the role of diet and lifestyle in cancer prevention and survival into engaging information for the public, support for people living with cancer and education for health professionals. You will work closely with the Communications and Engagement team to market and promote our work and with Fundraising colleagues on our cross-department engagement goals.

World Cancer Research Fund’s Fundraising and Health Information Department

What we are looking for:

- Experience of developing and writing health information materials for a range of audiences
- Experience in producing and editing for print and online channels
- Experience of collaborating with marketing and communications specialists
- A nutritionist with understanding of behaviour change
- Meticulous attention to detail and strong organisational skills, including the ability to work in a busy team and to manage priorities and plan time effectively
### JOB DESCRIPTION

**Job title:** Health Information Officer  
**Department:** Fundraising and Health Information  
**Reporting to:** Health Information and Promotion Manager  
**Contract:** Permanent  
**Location:** London N1  
**Hours:** Full-time, 37.5 hrs per week  
We’re a hybrid working employer, meaning you’re required to come into the office at least 2 days per week, currently between Tuesday-Thursday  
**Salary:** FTE: £24,000-£26,000 per annum, dependent on experience, plus benefits

### Department description

The Health Information team is part of the Fundraising and Health Information Department. The Health Information team translate World Cancer Research Fund’s scientific evidence on the role of diet and lifestyle in cancer prevention and survival into practical, easy advice for the public, through our Cancer Prevention Recommendations. We communicate our research and science through our health professionals’ network, and also support people living with and beyond cancer. We work with the Fundraising team to maximise income for our health information projects and to achieve our shared engagement goals. We also work closely with the Communications and Engagement team to produce our resources in print and online and to market and promote our work to a range of audiences.

### Main purpose of the role

Helping people make healthy choices to reduce their risk of developing cancer by developing, delivering and supporting the promotion of WCRF health information print and digital resources, providing varied and new audiences with practical, engaging diet and lifestyle information and advice based on our Cancer Prevention Recommendations.

You will carry out a range of activities including translating often complex scientific information into clear and simple messages; maintaining and updating health information content on our websites; and revising, adapting and creating new health information content, including healthy recipes, for print and digital formats. The role also maintains and develops Eat Move Learn, our website for 7-11s, to ensure we fulfil its potential to engage families and schools digitally. You will work closely with Communications and Engagement colleagues to help produce and promote our health information resources and programmes.

### Main duties and responsibilities

<table>
<thead>
<tr>
<th></th>
<th>HEALTH INFORMATION FOR ADULTS</th>
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<tbody>
<tr>
<td>1</td>
<td>Working closely with team colleagues and under direction of the Health Information and Promotion Manager, develop, edit, update and produce health information print and digital resources, including booklets, cookbooks, web pages, digital tools, and content for our online recipes hub</td>
</tr>
<tr>
<td>2</td>
<td>Regularly review new and existing health information resources and online content, ensuring they are up to date and written in a clear and engaging way, in appropriate formats, and also take into account any resource feedback and insights you have gathered</td>
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<tr>
<td>3</td>
<td>Ensure editorial processes meet our rigorous review requirements and that all copy is accurate and fact-checked</td>
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<tr>
<td>4</td>
<td>Maintain high standards of copywriting and proofreading, including spelling and punctuation according to house style, and ensure adherence to brand guidelines at all times</td>
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<tr>
<td>5</td>
<td>Commission recipes (where required), and using nutritional analysis software, analyse recipes to ensure they meet nutrition guidelines</td>
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<tr>
<td>6</td>
<td>Build a solid knowledge of WCRF’s scientific evidence, Cancer Prevention Recommendations and health information messages, to ensure effective communication of these to our audiences, and proactively liaise with the Research Interpretation Team to understand and translate key scientific updates into information for the general public</td>
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<tr>
<td>7</td>
<td>Collate publication orders for processing and regularly monitor and report on uptake of our print and digital resources</td>
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<tr>
<td>8</td>
<td>Oversee our health information resource stock levels and effectively monitor supply and demand needs, and where needed organise print runs</td>
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### B HEALTH INFORMATION FOR FAMILIES

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<tr>
<td>1</td>
<td>With oversight from the Health Information and Promotion Manager, lead on the development, planning and implementation of the Eat Move Learn programme, providing information and resources aimed at families and children to help them make healthy diet and lifestyle choices</td>
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<tr>
<td>2</td>
<td>Work with Fundraising colleagues to develop potentially fundable elements of the Eat Move Learn programme</td>
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<td>3</td>
<td>Evaluate and report on engagement and outcomes for the Eat Move Learn website</td>
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### C HEALTH CONTENT AND PROMOTION

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<tbody>
<tr>
<td>1</td>
<td>Working closely with Health Information and Communications colleagues, support the marketing and promotion of our health information and support to WCRF’s existing supporters and widen its reach to new audiences</td>
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<tr>
<td>2</td>
<td>Draft marketing plans and communications project request forms which describe desired outputs and suggest timelines for the promotion of new and existing health resources and programmes to increase reach to target audiences</td>
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<td>3</td>
<td>Suggest ideas and create engaging health information-related copy for WCRF UK’s e-newsletters, website and other relevant channels</td>
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<tr>
<td>4</td>
<td>Proactively work with Communications colleagues to regularly promote our health information and other support on social media</td>
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<tr>
<td>5</td>
<td>Determine the most effective channels for reaching the target audience within the capacity we have, working with Communications and Fundraising colleagues as appropriate</td>
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<tr>
<td>6</td>
<td>Support the development of partnerships to promote our information and support to new audiences</td>
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<tr>
<td>7</td>
<td>Collaborate on and produce health information content for cross-team projects and fundraising campaigns</td>
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<td>8</td>
<td>Respond to health information related enquiries by monitoring the Resources mailbox</td>
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<td>9</td>
<td>Support other members of the health information team by copywriting and proofreading their copy, contributing to health information presentations etc, as necessary</td>
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### D TEAMWORK

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<td>1</td>
<td>Engage with and support where necessary the work of the team as a whole</td>
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<tr>
<td>2</td>
<td>Proactively suggest new health information ideas, products and resources to improve the team’s work as a whole</td>
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<tr>
<td>3</td>
<td>Build excellent and mutually supportive relationships both within the team and across other teams</td>
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<tr>
<td>4</td>
<td>Shared commitment and approach to improving health outcomes and reducing health inequalities in relation to cancer prevention</td>
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### E GENERAL

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<tr>
<td>1</td>
<td>Where appropriate, represent WCRF at external conferences and events</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>
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<tr>
<td>Experience of producing health information for the general public, in a similar sector</td>
<td>Understanding of ways to support and measure behaviour change in adults and children</td>
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<tr>
<td>Experience of translating complex information into clear and engaging content for a range of audiences</td>
<td>Excellent copywriting, editing and proofreading skills, with the ability to write clear and concise content for a range of audiences and a variety of channels</td>
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<tr>
<td>Experience of collaborating with marketing and communications specialists to promote information or support to potential users</td>
<td>Proven ability to follow information production guidelines or processes to develop information materials</td>
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<td>Experience of delivering projects from conception to completion</td>
<td>Strong research and information handling skills, with proven ability to summarise complex information</td>
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<tr>
<td>Experience of working in partnership with internal and external stakeholders</td>
<td>Knowledge of digital communication channels and experience of using these to communicate effectively</td>
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<tr>
<th>Personal attributes</th>
<th>Education and qualifications</th>
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<tr>
<td>Ability to come up with new ideas to engage target audiences</td>
<td>Qualified nutritionist, with either ANutr or RNutr status (desirable)</td>
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<td>Ability to form mutually productive and supportive working relationships with both internal colleagues and external partners and suppliers</td>
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<td>Ability to manage priorities and plan time effectively</td>
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<td>Self-sufficient as well as able to work as part of a team</td>
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**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–4.00pm, Monday to Friday when all employees must be present. Employees may arrive for work between 8.00am and 10.00am and leave between 4.00pm and 7.00pm. 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".

**Hybrid Working**  
WCRF are currently operating hybrid working for all staff across the organisation. The office is open 3 days a week (Tues, Wed and Thurs) and full-time staff are required to be in the office at least 2 of these days each week.

**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.

**Dog Friendly Office**
We are currently running a trial, which gives staff the opportunity to bring their dog into the office one day per week (Wednesdays) subject to WCRF guidelines.

**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 month notice period.
HOW TO APPLY

Recruitment timetable

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<tr>
<td>Closing date for applications:</td>
<td>5pm, Wednesday 19th October 2022</td>
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<tr>
<td>First interviews:</td>
<td>W/C 24th October 2022</td>
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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.
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) ☐

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 1 year 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.