

CANDIDATE INFORMATION PACK

World Cancer Research Fund



Health Partnerships Manager

Closing date: 5pm, 18th September 2024

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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 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.

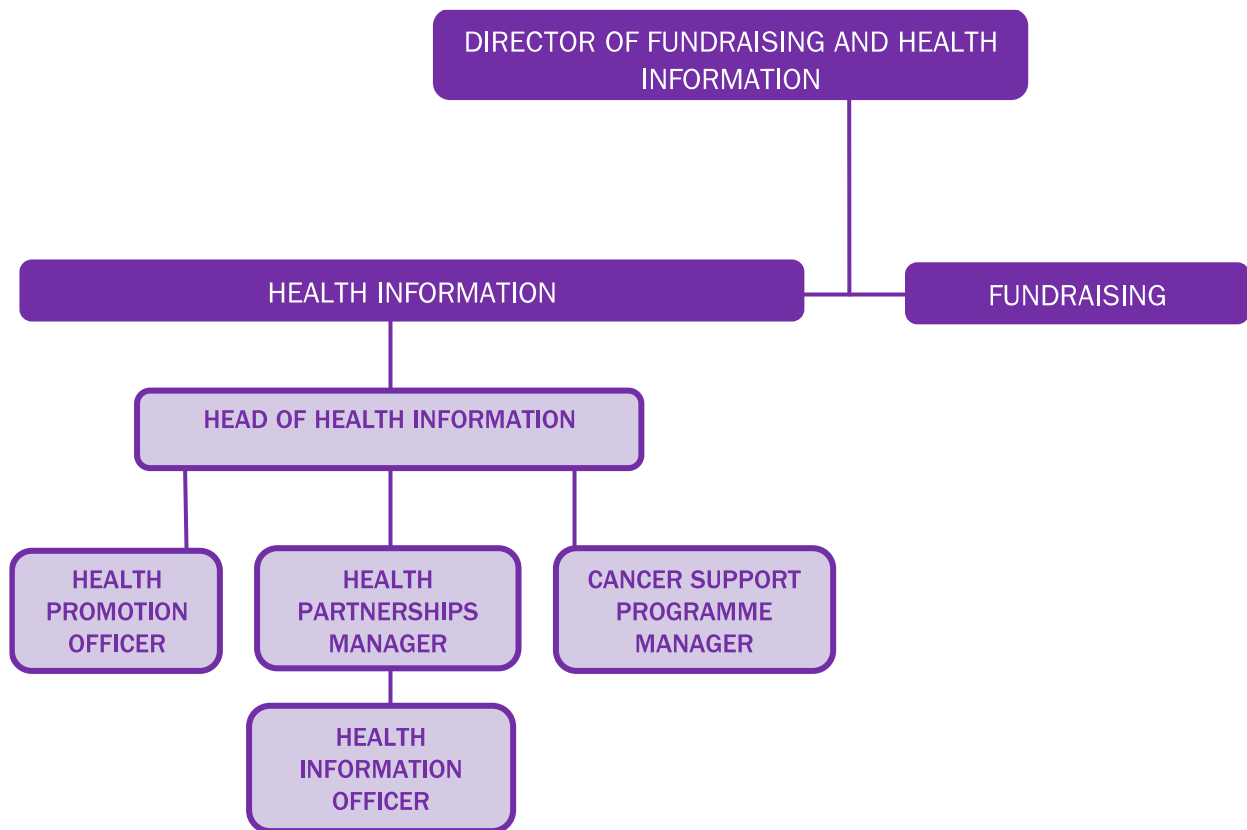
ABOUT THE ROLE

We are seeking a Health Partnerships Manager who will be responsible for developing partnerships and marketing campaigns which aid and promote our work with health professionals, particularly those supporting healthy living. You will also support the development and marketing of our cancer prevention information and support for the general public to increase its uptake and widen its reach.

Who you will be working with:

You will be working within World Cancer Research Fund's Health Information team who translate our scientific evidence on the role of diet, weight and physical activity in cancer prevention and survival into practical information and support for the public and education for health professionals. You will also work closely with health professionals, professional bodies and health organisations; our Communications and Engagement team and Fundraising colleagues.

World Cancer Research Fund's Health Information Department



What we are looking for:

- Extensive experience of clinical/public health stakeholder engagement and partnership development
- Extensive experience of developing marketing strategies and campaigns for health professional and consumer audiences to achieve measurable results
- Experience of managing multi-stakeholder projects to engage target audiences
- In-depth understanding of the UK health sector and the CPD landscape for health professionals
- Understanding of good practice in evidence-based health information development
- Experience of managing, motivating and developing line reports

JOB DESCRIPTION

Job title	Health Partnerships Manager
Department	Fundraising and Health Information
Reporting to	Head of Health Information
Responsible for	Health Information Officer
Contract	Permanent
Location	London, N1
Hours	37.5 hrs. per week – full time We're a hybrid working employer, meaning you're required to come into the office 2 days per week, currently Tuesday and Wednesday or Thursday
Salary	£38,000 - £40,000 per annum, dependent on experience, plus benefits

Department description	
<p>The Health Information team is part of the Fundraising and Health Information Department. The Health Information team translates 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.</p> <p>As well as offering information and support to the public, including people living with and beyond cancer, we communicate our research and foster good practice by training and informing health professionals through our multi-disciplinary network.</p> <p>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 online and in print and to market and promote our projects to a range of audiences.</p>	
Main purpose of the role	
<p>To help deliver on our strategy targeting health professionals, particularly those supporting healthy living/cancer prevention by encouraging behaviour change among their patients and clients. You will be responsible for developing partnerships and marketing campaigns which support and promote this work.</p> <p>You will engage with health professionals and other stakeholders, professional bodies and health organisations in a range of established forums and through networking, maintaining existing relationships and unlocking new ones.</p> <p>You will lead on recruitment to our health professionals network and its development as a training and educational resource for members and you will use a range of cost effective multimedia marketing methods to promote our offer, working closely with Communications and Engagement colleagues.</p> <p>You will also line manage the Health Information Officer and support the development and marketing of our cancer prevention information and support for the general public to both increase its uptake and widen its reach.</p>	

Main duties and responsibilities

A STAKEHOLDER ENGAGEMENT AND PARTNERSHIP DEVELOPMENT	
1	Lead on stakeholder engagement to advance the work of the Health Information team, particularly our support for professionals working in health promotion/public health
2	Identify and build relationships with influential clinicians and other stakeholders, their professional bodies and organisations, to develop partnerships which support and promote our work
3	Join, contribute to and learn from cross-sector initiatives and establish and maintain productive new partnerships, including by preparing documentation, agreeing mutual roles and responsibilities and organising meetings
4	Keep abreast of developments in the voluntary and health sectors through your own research and networking, seeking potential opportunities for collaboration and new initiatives
5	Work closely with Health Information colleagues on the development and promotion of any training courses, webinars or events resulting from partnership working
6	Liaise with our freelance Health Promotion Consultant on contacts and opportunities identified in the course of their work
B HEALTH PROFESSIONALS NETWORK	
1	Lead on recruitment to WCRF's health professionals network, in order to deliver greater uptake of our support for professionals and encourage the use of our health information and services with their patients/clients, focusing on different subsectors and professional roles in turn
2	Work with the Health Promotion Officer to derive useful insights from the health professionals membership database and annual survey and lead on use of the database to target different professional groups with relevant messaging
3	Develop the messaging and onboarding process for our health professionals network as required to ensure it is appropriate and effective; review our membership offer to encourage sign ups
4	Working closely with the Health Promotion Officer and Cancer Support Programme Manager, identify unmet needs of our professional audiences which align with WCRF expertise and provide opportunities to fill gaps in our offer
5	Support Fundraising and Health Information colleagues to develop potential funding proposals for health professional activities
6	Work with the Health Promotion Officer to maximise the benefits of our attendance at relevant health professional events and conferences
C MARKETING AND COMMUNICATIONS	
1	Co-ordinate our marketing and promotion to health professionals, working closely with Health Information and Communications colleagues and using a test and learn approach to ensure marketing methods achieve cost effective impact; respond to external opportunities which present ways to reach new parts of this audience
2	Implement engaging multimedia campaigns that raise the profile of our offer for health professionals with target audiences
3	Oversee marketing initiatives to extend the reach of our information and support on cancer prevention/healthy living for the general public and widen its reach to people from diverse backgrounds across the UK, working closely with the Health Information Officer to implement them
4	Develop marketing and communications plans and project request forms to brief in promotional activities and asset creation with our Communications team
5	Project manage marketing initiatives and campaigns, including the timely delivery and deployment by in-house specialists of social media, web page, email, graphic design and video assets
6	Work with PR colleagues to maximise opportunities to place stories in trade press, particularly role-specific media outlets
7	Commission third parties such as media buying agencies, freelance writers and market researchers

8	Work with Communications and Health Information colleagues to monitor, evaluate and report on the reach, engagement and impact of marketing and communications activities
9	Devise and monitor budgets by audience and activity and track all expenditure; adjust spend through the year as necessary to achieve cost effective reach and engagement
10	Support the inclusion of the voices and experiences of health professionals and members of the public in our media work and across our own channels
D	HEALTH INFORMATION SUPPORT
1	Build a good knowledge of WCRF's scientific evidence, Cancer Prevention Recommendations and health information messages to ensure effective communication of these to our audiences
2	Liaise with the Head of Health Information on the planning, priorities and progress of our digital and print health information programme
3	Support the Health Information Officer to project manage the Eat Move Learn children's website as it develops and work on our Activ8 email support programme
4	Support Fundraising colleagues and the Health Information Officer to develop potential funding proposals for initiatives for the general public and report to funders on progress and outcomes
5	Support media and PR activity by occasionally acting as a media spokesperson on cancer prevention
E	MANAGEMENT AND TEAMWORK
1	Manage the role of the Health Information Officer on a day-to-day basis, motivating and supporting them, maintaining regular 1 to 1s and reviews, giving performance feedback and providing them with a personal development plan
2	Working with the Head of Health Information, contribute to the strategic direction of the team's work, particularly our offers for the general public and the professionals who support them
3	Act as Health Information team link with the Fundraising Partnerships Manager, staying up to date with relevant new business and account management activity and being contact point for new requests for support from the Health Information team
4	Engage with and support where necessary the work of the Fundraising and Health Information department as a whole
5	Build effective, mutually supportive relationships across the department and organisation
F	GENERAL
1	Embrace and support our commitment and approach to improving outcomes and reducing health inequalities
2	Maintain high standards of copywriting and proofreading, including spelling and punctuation according to house style, and ensure adherence to brand guidelines
3	Act as an ambassador for WCRF, representing the organisation and raising awareness of our health messages
4	Undertake occasional UK/I travel, sometimes requiring overnight stays
5	Ensure all actions undertaken comply with the current General Data Protection Regulations (GDPR 2018) and other relevant legislation
6	Undertake any other reasonable tasks as directed by the Head of Health Information

PERSON SPECIFICATION

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

		Application	Assessment	Interview
Experience	Extensive experience of developing marketing strategies and campaigns for health professional and consumer audiences	✓		✓
	Extensive experience of stakeholder engagement at all levels, including networking, influencing and developing partnerships with other organisations, and of delivering through third parties	✓		✓
	Extensive experience of managing multi-stakeholder projects from conception through to delivery and evaluation, including managing changes over the project lifetime	✓		✓
	Experience of engaging with a wide range of health professionals at all levels of seniority	✓		✓
	Extensive experience of deploying earned, owned and paid channels as appropriate to achieve measurable results in driving membership, participation or uptake of services	✓		✓
	Experience of briefing work in to PR, digital and design specialists and collaborating with them on promotional activities and the development of creative assets			✓
	Experience of managing, motivating and developing line reports	✓		✓
	Experience of creating and monitoring budgets	✓		
	Experience of developing processes for effective impact measurement and providing subsequent reporting			✓
Knowledge and technical skills	In-depth understanding of a wide range of B2B and B2C marketing methods and ability to identify the most effective messages, channels and schedules to fulfil distinct campaign aims		✓	
	Ability to commission and create clear, engaging and audience-relevant content which generates interest and sparks action			✓
	Ability to combine research, data analysis and creative skills to engage target audiences, analyse results and adapt marketing methods to deliver a good return on investment			✓

	In-depth understanding of the structure of the UK health sector and the educational landscape for professionals working in health promotion	✓	✓	
	Familiar with a range of professional bodies and CPD processes and knowledge of how NHS and public health organisations receive and disseminate information about training and services to staff	✓	✓	
	Good interpersonal skills with ability to work effectively with a range of stakeholders to share thinking and drive plans forward			✓
	Strong project management skills			✓
	Understanding of good practice in evidence-based health information development including accessibility and user involvement	✓		✓
	Excellent verbal and written communication and presentation skills with the ability to structure information clearly and tailor communications to a range of audiences	✓		✓
Personal attributes	A passion for our cause and drive to reach different audiences with our messages and support	✓		✓
	Ability to relate to people of all backgrounds, and influence, build and maintain effective working relationships with individuals and partner organisations			✓
	Ability to engage, negotiate with and influence partnership colleagues to ensure effective delivery of project objectives and outcomes	✓		✓
	Ability to successfully plan and project manage a series of ongoing activities	✓		✓
	Delivery and results focused with ability to use initiative and be creative in finding solutions to challenges within agreed deadlines			✓
	Ability to adapt and demonstrate a willingness to be versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency			✓
	Ability to work flexibly within a small team, establish effective working relationships with colleagues and provide a practical contribution to the Health Information team			✓
	Commitment to equality, diversity and inclusion and application of those principles in practice			✓
Education and qualifications	A marketing qualification or extensive relevant experience in a role with marketing and clinical/public health stakeholder engagement as its main focus	✓		

TERMS & CONDITIONS

Salaries

World Cancer Research Fund (WCRF) operates a fair and transparent pay policy. We always ensure a salary range is listed on all of our job adverts and we benchmark the salaries for all our roles every 2/3 years to ensure we are paying fairly within market norms.

Staff salaries are paid into bank accounts once a month on the 26th of each month.

Hybrid Working

We 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, Tuesday and Wednesday or Thursday.

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".

Annual leave

Our 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

The WCRF office is closed from the last working day before Christmas until the first working day after the New Year. Staff are required to take the three working days between Christmas and New Year as annual leave.

Sick leave

For full-time staff, we allow 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

We contribute 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.

We also offers staff the option to switch their pension to a salary sacrifice arrangement on request.

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.

The WCRF office also offers secure, lockable, storage for your bike and there are showers available within the office.

Employee assistance programme

All employees, and their families, have access to a 24-hour confidential advice and support line. This service offers access to trained advisers and counsellors from The British Association for Counselling and Psychotherapy (BACP) who can offer advice on a range of issues, including financial and debt concerns, legal information, relationship or family worries, bereavement, stress, anxiety and other emotional issues. If appropriate you may also be referred for up to eight sessions of face-to-face counselling.

Mental Health and Wellbeing

We run a Mental Health Champions scheme that staff can volunteer to be a part of. Our Mental Health Champions are sent on an accredited Mental Health Training Course and are then available to offer help to any staff member experiencing a mental health problem; guiding them to access appropriate professional help. They also work in collaboration with the organisation to promote wellbeing and encourage a culture where mental health can be discussed openly.

Flu Vaccinations

We offer staff the chance to receive a free flu vaccination each year. This is either at the WCRF office, where a trained nurse will be arranged who will administer the vaccine onsite, or by providing a voucher to enable them to receive the vaccine at a participating pharmacy of their choice.

Christmas and Summer Parties

We hold two annual parties, in the Summer and at Christmas, paid for by the organisation, for staff to come together outside of work and have fun!

Dog Friendly Office

Staff have the opportunity to bring their dog into the office one day per week (Wednesdays) subject to WCRF guidelines.

Training and Development

WCRF are committed to enabling professional development and all staff are encouraged to regularly

discuss training and development. In addition, there is an annual appraisal process in place during which individual needs are formally discussed and identified.

We also offer payment for job-related professional subscriptions and fees (subject to WCRF guidelines), opportunities to attend international conferences on behalf of the organization, and study leave and sabbatical leave policies.

Probationary period and notice period

The post-holder is subject to a 6-month probation period during which 2 weeks' notice on either part will apply. Following successful completion of the probationary period the post-holder will be on 2 months' notice period.

HOW TO APPLY

Recruitment timetable

Closing date for applications:	5pm, 18 th September 2024
First interviews online:	30 th September or 1 st October 2024
Second interviews in-person (if needed):	8 th October 2024

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:	
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Please tick the appropriate boxes below:

GENDER

Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
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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	<input type="checkbox"/>	No	<input type="checkbox"/>
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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	<input type="checkbox"/>	Indian	<input type="checkbox"/>
Black – African	<input type="checkbox"/>	Irish	<input type="checkbox"/>
Black – Caribbean	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>
Black – Other (please specify)	<input type="checkbox"/>	White	<input type="checkbox"/>
Chinese	<input type="checkbox"/>	Other (please specify)	<input type="checkbox"/>

.....

NATIONALITY

UK	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

.....

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.