

CANDIDATE INFORMATION PACK

World Cancer Research Fund



Head of Media, PR & Editorial

Closing date: 5pm, Sunday 13th October 2024

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

As an international network of charities in the UK, EU and US, we've been funding life-saving research, influencing global health care policy, and educating the public on how to make informed choices since 1982.

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.org.

On behalf of World Cancer Research Fund we thank you for your interest in helping to prevent cancer and we 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.

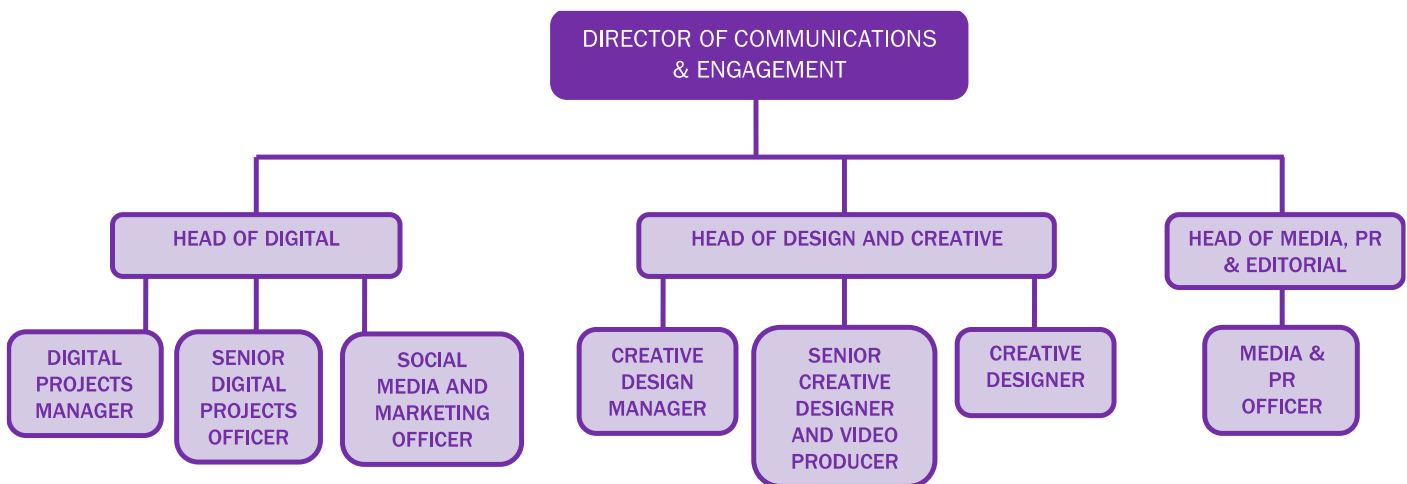
ABOUT THE ROLE

We are seeking a Head of Media, PR & Editorial who will be responsible for planning, developing and leading the implementation of World Cancer Research Fund's media relations, editorial content and messaging, awareness campaigns and stakeholder communications.

Who you will be working with:

You will be a key member of WCRF's Communications and Engagement department, comprising the PR & Editorial, Design and Digital teams. You will work in close collaboration with our Health Information, Fundraising, Policy and Research teams, as well as external stakeholders and our international network partners, to raise awareness, understanding and engagement among wider audiences.

World Cancer Research Fund's Communications and Engagement Department



Who we are looking for:

- A seasoned all-round comms professional, comfortable working at a senior level
- Experienced and skilled in health communications, capable of translating research findings into accessible, engaging content for lay audiences
- Proven ability to write clear, engaging copy for different audiences across digital and social media channels
- Experience of working across various media channels and platforms, databases, content management systems, data analytics and planning tools
- A proven track-record of achievement generating positive media coverage, and growing reach and engagement through social media
- Experience editing and managing content for print publications, e-newsletters and reports
- An experienced manager and team worker - happy to get involved with planning and organising, creative work, admin and project management, to ensure the delivery of key projects and campaigns

JOB DESCRIPTION

Job title	Head of Media, PR & Editorial
Department	Communications & Engagement
Reporting to	Director of Communications & Engagement
Responsible for	Media & PR Officer
Contract	Permanent
Location	London, N1
Hours	Full-time - 37.5hrs per week 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
Remuneration	FTE: £45,000-£50,000 per annum, plus benefits

Department description	
<p>The PR & Editorial Team is part of the Communications & Engagement Department, also comprising Design and Digital teams. The Communications Team is the strategic heart of all media relations, PR, storytelling and brand communications for WCRF UK and WCRF International. The team takes a lead role planning and co-ordinating the content, design, promotion and messaging of WCRF's key campaigns across health information, fundraising, research and policy, and with our WCRF Network partners in the USA and the Netherlands.</p>	
Main purpose of the role	
<p>Reporting to the Director of Communications & Engagement, the post-holder is responsible for developing and delivering communications campaigns, strategies and plans via diverse owned and earned channels. A key part of the role is to manage both organisations' media relations activities, overseeing the preparation and distribution of press releases, building relationships with journalists and influencers, providing comment on breaking news stories, and pitching features. The post-holder works alongside all WCRF teams in planning and coordinating their engagement, information and fundraising campaigns, with creative input, copy editing and sign-off of content.</p>	

Main duties and responsibilities	
A	Team leadership and management
1	Develop, maintain and update team plans as part of the wider Comms & Engagement strategy.
2	Support all aspects of WCRF's communications needs and the charity's mission, vision and strategic objectives.
3	Protect, extend and enhance WCRF's brand and reputation. Lead on the development and dissemination of WCRF's key messages, incorporating our vision and values.
4	Develop or support cross-departmental campaigns to meet wider organisational objectives.
5	Line manage the Media and PR Officer, mentor and develop their skill sets.
6	Manage the contracts of existing and potential new consultants working on international media, newsletters and celebrity / influencer engagement.
7	Manage media relations, PR campaigns and supporter newsletter budget lines.

B	Brand communications and editorial
1	Act as the lead C&E role where organisational comms planning is concerned, as well as for coordination and project management of key campaigns and for projects with a major communications element involved.
2	Work closely with staff and teams to help them develop their content, understand the wider communications context, and ensure they are on message and that brand and tone of voice are used correctly and consistently across all communications.
3	Be responsible for copy editing and/or sign-off of key publications, brochures, leaflets, press releases, key reports and the main supporter newsletter.
4	Lead on annual impact reporting; coordinating impact stats and information from across the organisation and communicating the information in a compelling and accessible way (e.g. through impact reports, videos and infographics).
5	Lead on developing and promoting content and sign-off processes and ensure they are followed appropriately by all teams.
6	Work closely with the Head of Digital on blogs, e-newsletters and social media content.
7	Support and develop internal communications.
C	Media and PR
1	Lead on media strategies to promote WCRF and WCRF International through the media, aiming to exploit all media contacts and opportunities where possible.
2	Maintain excellent working relationships with existing media contacts and develop new contacts to aid the promotion of WCRF's work.
3	Provide direction and sign-off on selling in stories and features pitched to journalists by the team.
4	Identify appropriate opportunities to respond to breaking news and liaise with colleagues at all levels on this.
5	Draft, edit and oversee the production of press releases, features and other media materials to tight deadlines, and ensure they are delivered to a high standard.
6	Develop, manage and/or support communication-focused awareness-raising campaigns - including Cancer Prevention Action Week, major Research and Policy report launches and Fundraising campaigns.
7	Provide strategic media insight and support for all WCRF and WCRF International campaigns (policy, science, health information, fundraising etc.).
8	Build relationships with existing and potentially new external stakeholders to increase our reach and engagement.
9	Work closely with Digital Team in preparing and planning social media messaging and content.
10	Oversee staff media training and provide advice and guidance to colleagues, in particular to identified organisational spokespersons – enabling WCRF to maximise media opportunities, as well as respond to any challenging situations.
11	Lead on developing relevant media/PR procedures and ensure they are kept updated and followed, including maintaining internal sign-off procedures, logging media coverage and internal communication of media activities and successes.
12	Manage our NfP branding tracker and commission public awareness surveys (e.g. YouGov) and the subsequent internal and external promotion of findings.
13	Ensure monthly and annual monitoring and reporting of media analytics.
D	Healthy You - supporter newsletter
1	Work with the team to plan, write, edit and deliver four issues of <i>Healthy You</i> our supporter newsletter each year.
2	Liaise with colleagues in the fundraising team and data management in reviewing and building lists.

3	In conjunction with the Director of Communications and Engagement (DoC&E), plan for and develop what health information, recipe books and/or health aids are to be included with each edition (or made available for ordering).
4	Where needed, provide, write or commission articles for Healthy You from within or outside WCRF and WCRF International.
E	Celebrities, advocates, researcher and supporter stories
1	Lead and support recruitment of and liaison with celebrities, advocates, influencers, etc, working with colleagues
2	Oversee management and governance of supporter stories database and process
3	Plan for identifying and using WCRF grant-holder and supporter stories in communications, fundraising, science and health information work.
4	Ensure the supporter story process (inc. consent) is up to date and followed by all WCRF staff.
F	General
1	Represent the charity as required to promote WCRF work.
2	Liaise with colleagues from US and NL to ensure relevant people are kept up-to-date, to avoid duplicating work efforts and maintain good working relationships across the network.
3	Deputise for DoC&E where needed and appropriate.
4	Work with the charity's Data Protection Officer to ensure all the team's work complies with GDPR.
5	Provide reporting statistics on the team's activities as requested by the DoC&E.
6	Undertake any other duties as directed by the DoC&E.

PERSON SPECIFICATION

The person specification describes the specific experience, knowledge, skills, qualifications and attributes that are needed for the job. [E = Essential; D = Desirable]

Experience	Experience of managing a communications team (E), ideally for a charity or a health-related organisation (D)
	Experience of developing and managing successful media strategies, together with proven achievement of generating positive press coverage (E)
	Experienced and skilled at interpreting complex information, ideally in a health or science-related field (E)
	Experience of writing for different audiences across diverse channels (E)
	Extensive experience of planning and managing multiple projects (E)
	Experience of managing budgets (D)
	Demonstrable experience of briefing media spokespeople (E) and having acted as a spokesperson for an organisation when needed (D)
Knowledge and technical skills	Excellent project management skills (E)
	A clear understanding of media processes (across PR, SM and Digital), including use of Press Association, media contact and content management systems (E)
	Good knowledge of social media channels, strategies and tools (E)
	Excellent writing, proofing and editing skills (E)
	Excellent research skills, including use of the internet (E)
	Capable in performing moderately complex tasks using standard software packages - MS Outlook, Excel, Word and PowerPoint (E)
Personal Attributes	Ability to think strategically and able to convert strategy into tactical plans, while managing multiple activities requiring attention to detail (E)
	Ability to convey complex ideas in a compelling manner, using a variety of methods to persuade the listener, win support and understanding (E)
	A strong team player, ready to support staff and projects across the team or organisation as needed (E)
	Excellent interpersonal and oral communication skills, with the ability to build and maintain effective working relationships (E)
	Ability to plan, manage and lead cross-team/organisational projects, setting objectives and achieving them through own effectiveness and working with others (E)
	Ability to inspire and lead others to follow through on plans, steer staff towards achieving excellent results, giving difficult feedback where needed and work collaboratively with peers as part of a senior team (E)

	A demonstrated self-motivated, proactive and results orientated approach to work with the willingness to take on other responsibilities outside of job description (E)
	Willingness to work flexibly as needed – the post will require occasional evening and weekend work (E)
	Patience, perseverance and resilience when faced with setbacks and problems (E)
	An interest in healthy lifestyle, health promotion and health-related organisations (D)
Education and Qualifications	Educated to graduate level or equivalent. A professional qualification in Marketing or PR or equivalent experience is desirable.

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 offer 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 3 months' notice period.

HOW TO APPLY

Recruitment timetable

Closing date for applications:	5pm, Sunday 13 th October 2024
First interviews:	w/c 21 st October 2024
Second interviews:	w/c 28 th October 2024

To apply

You can apply for this vacancy by submitting a CV (max. 3 pages), covering letter (max. two pages) and a 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		Female	
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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?

Ye s		No	
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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	
Black – African	
Black – Caribbean	
Black – Other (please specify)	
Chinese	

Indian	
Irish	
Pakistani	
White	
Other (please specify)	

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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.