

CANDIDATE INFORMATION PACK

World Cancer Research Fund



WCRF UK Director

Closing date: 5pm, 4th October 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.

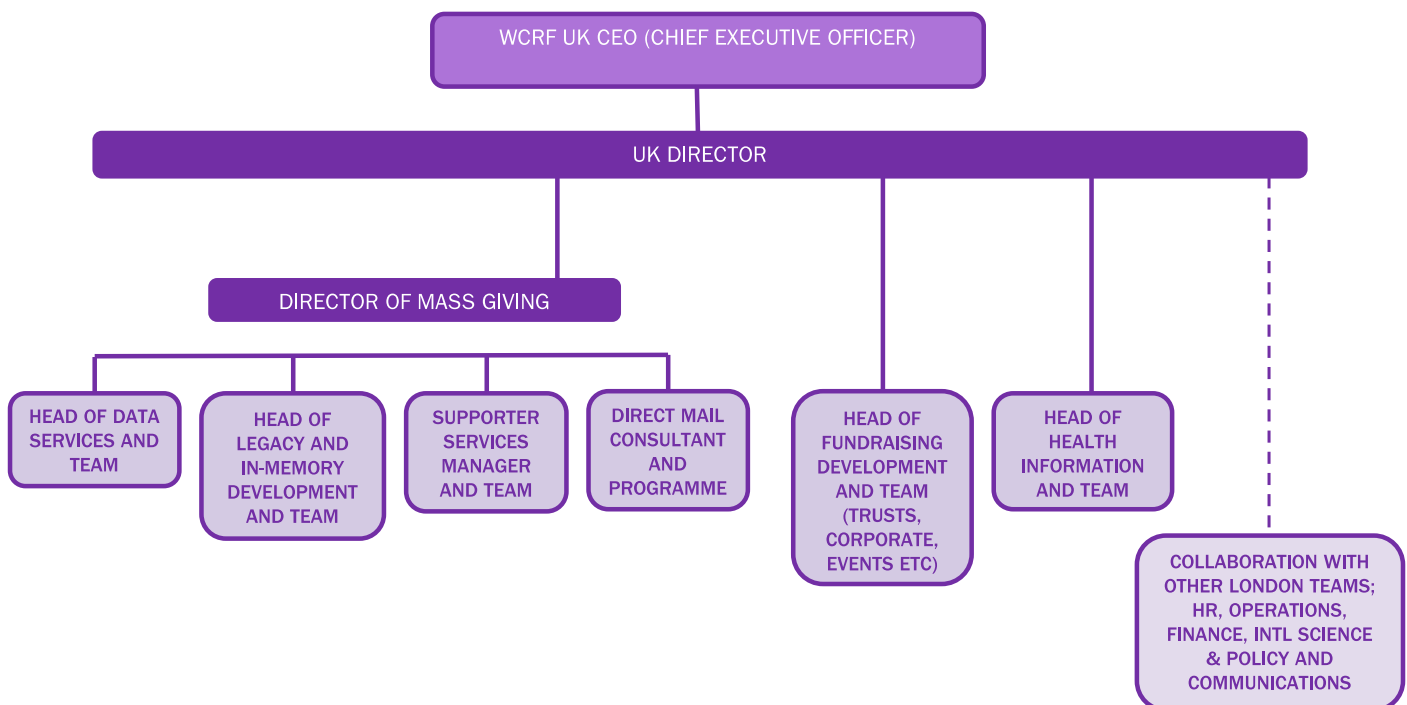
ABOUT THE ROLE

We are seeking a UK Director who will be responsible for supporting the development of World Cancer Research Fund's Fundraising and Health Information departments and who will also be responsible for the work of the charity within the UK.

Who you will be working with:

You will be directly overseeing the World Cancer Research Fund UK's Fundraising and Health Information Departments (approximately 25 employees including 3 senior and seasoned direct reports). You will report to the CEO and work in partnership with the UK CEO (who also has responsibilities as the WCRF International Acting President) and other senior executives in updating and implementing the organisation's strategy and objectives.

Areas of Responsibility:



What we are looking for:

- Extensive experience of directing and leading a similar sized UK philanthropic organisation or a fundraising team within a larger charity
- Proven experience of delivering fundraising objectives
- Strong track record in communications and up to date knowledge of social media and digital strategies and work
- Strong experience of writing and implementing strategies and evaluating outcomes
- Substantial experience of management of teams at both strategic and tactical level including developing skills, abilities, performance management and confidence in staff
- High level public speaking skills

JOB DESCRIPTION

Job title	WCRF UK Director
Reporting to	CEO
Responsible for	Director of Mass Giving, Head of Fundraising Development, Head of Health Information
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) rising to 3 days per week.
Salary	c.£90,000 per annum, plus benefits

Main purpose of the role
The UK Director will be responsible for the work of the charity within the UK. WCRF (UK) and WCRF International share the London office space, and the UK Director will work collaboratively with the WCRF International Science and Policy team and the WCRF International Communications teams on UK initiatives. We are seeking a leader who can take the UK charity's fundraising to new heights; thus, this is a particularly important focus area. The Director will be the strategic and day to day leader of the UK organisation and will also work hands-on not only with his/her direct reports but also all teams in the office.

Main duties and responsibilities

A	Fundraising and Marketing
Fundraising	
1	Increase income through fundraising and income generation activities and diversifying income streams to ensure financial sustainability of the organisation—initial focus is on development streams of trusts, foundations, corporates, community, events, etc.
2	Lead on the development of cases for support for our research, policy and health education programmes, that are attractive to funders and form part of our “Case for Support”.
3	Develop clear and compelling, insight-led business cases for new fundraising techniques and offers
4	Implement and drive innovative approaches to developing and establishing new funding models and income streams, as well as unlocking new income from untapped stakeholders.
5	Undertake an analysis of data relating to all aspects of our fundraising activities and use the insights gained to drive forward development of our audiences, products and channels to support our strategy of diversification and growth, developing a broad portfolio of sustainable income streams
6	Develop a donor-led supporter engagement and stewardship programme to improve LTV of all donors
7	Lead the development and implementation of a mid-level donor programme, using tailored strategies for approaches to all new and existing donors including identification, cultivation and solicitation
8	Champion and ensure best practice monitoring and evaluation of fundraising, including monitoring of KPIs
9	To be mindful of the external fundraising environment and review and recommend any changes to our fundraising approach.
10	Champion the work of the fundraising department so that colleagues support and understand the importance of their work to achieving our goals and vision

11	To create and update a fundraising Corporate Guidelines Policy that protects WCRF's reputation as the leading scientific research organisation in cancer prevention and that does not jeopardise our partnerships with organisations such as World Health Organisation and that also allows the fundraising team to maximise income via corporate partnerships.
Marketing	
1	Lead and manage the efforts to promote the work of, and the profile of, the organisation via the work of the UK Health information department and the WCRF International Communications Department
2	Work closely with the health information, communication and science teams to ensure programmes and activities are integrated and aligned to ensure maximum exposure and impact that grows our programmes.
3	Ensure fundraising and health information work closely, particularly in the areas of corporate partnerships and trusts, to create fundable Health Information programmes and projects in the short and long term
4	Develop and grow our health information programmes and products in an innovative way that ensures we meet the need and fill gaps in the market to ensure our messages and interventions reach those who most need it and the mass general public
B Management of Direct Reports and Their Teams	
1	Motivate, inspire and develop direct reports, setting performance objectives, providing objective & constructive feedback via appraisals and performance management processes and in turn making sure that direct reports cascade the same requirements to their reports
2	Hold regular team meetings and individual supervision meetings to provide feedback and leadership that supports personal/professional development and continuous focus on achieving goals
3	Monitor financial performance and make recommendations for adjustments as needed
C Charity Leadership	
1	Deputise for the UK CEO in their absence, providing leadership, support and direction, including representing the organisation at key stakeholder events and forums
2	Develop and maintain high-level contacts to benefit all areas of fundraising & marketing
3	As a member of the senior management team, provide effective leadership for the organisation and contribute to, and help make, key decisions regarding the future direction of the charity
4	Influence and help shape the policies and practices of the organisation and share collective responsibility for their implementation
5	Work with the WCRF International Science and Policy teams towards mutual goals and future oriented solutions
6	Work with the London office HR and Ops teams on general management processes
D Strategic Planning	
1	Working with the UK CEO, lead the development, implementation, monitoring, and updating of the UK strategic plans and associated workplans
2	Ensure that cross accountability is in place in order to achieve the goal of diverse income generation

Note: This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and is subject to amendment in consultation with the post holder

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 directing and leading a similar sized UK philanthropic organisation or a fundraising team within a larger charity	√		√
	Strong track record in communications and up to date knowledge of social media and digital strategies and work	√		√
	Proven track record of successful business development and fundraising including diversifying funding sources	√		√
	Strong experience of writing, implementing and executing strategies, and evaluating outcomes	√		√
	Substantial experience of management of teams at both strategic and tactical level including developing skills, abilities, performance management and confidence in staff	√		√
Knowledge and technical skills	Strong understanding of the UK charity sector and fundraising regulations	√		√
	Analytical skills, ability to analyse and manipulate data to evaluate and report on programme effectiveness	√		√
	Strong interpersonal skills and the ability to interact effectively with all levels across the organisation	√		√
	Ability to proficiently perform moderately complex tasks using popular software packages such as Excel, Word, PowerPoint and including databases	√		√
	Understanding of policies and procedures relevant to the work, including data protection (GDPR) and Health and Safety	√		√
Personal attributes	Ability to think and operate strategically, with excellent organisational leadership and management skills including strategic planning	√		√
	Ability to communicate effectively and sensitively and tailor communications to specific audiences	√		√
	Ability to operate at a senior management level to win support and decisions from senior executives	√		√
	Ability to manage projects, including planning, delivery, monitoring, reporting and evaluation	√		√

	Ability to build strong relationships internally and externally, with colleagues, partners and external agencies, and influence senior stakeholders	✓		✓
	Ability to lead, motivate and manage others, to deliver key objectives and work collaboratively and supportively as part of a team	✓		✓
	Proven political judgment including an appreciation of how to handle sensitive and confidential issues	✓		✓
	Model good behaviour and accountability, and drive a positive working culture within the organisation	✓		✓
Education and qualifications	Educated to degree level or equivalent, professional qualification/membership of The Institute of Fundraising and/or similar professional bodies	✓		✓

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 offer 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 a 3 month notice period.

HOW TO APPLY

Recruitment timetable

Closing date for applications:	5pm, 4 th October 2024
First interviews:	17 th October 2024
Second interviews:	23 rd 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"/>

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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 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.