

Pancreatic Cancer UK

Job information pack
Media Officer

Thank you for your interest in Pancreatic Cancer UK



I am delighted that you are interested in working with us. If you decide to apply for a role at Pancreatic Cancer UK, and go on to join us, I know you won't be disappointed.

I joined the charity as CEO over 3 years ago and since then I have been so inspired by the incredible team we have at Pancreatic Cancer UK; by our amazing supporters, and by all that those affected by pancreatic cancer do to help us in our mission to transform the future. Almost without exception, those who join our team find they too are similarly inspired and determined to make a difference. If you want to be part of generating real, positive change, then Pancreatic Cancer UK is the place for you - and helping us to make that change is never more important:

We're facing a pancreatic cancer emergency.

Too little has improved and too many people are dying. It's unacceptable that more than half of people diagnosed with pancreatic cancer die within 3 months.

Survival rates have improved enormously for most cancers, but sadly, for pancreatic cancer, this is not the case. Symptoms are often vague and not recognised. People are experiencing unnecessary delays to get diagnosed, and waiting too long to be referred for treatment. Alongside this, effective new treatments are not being developed. As a result, 9 out of 10 people with pancreatic cancer don't get the treatment they need to give them the best chance to survive.

More people will die from pancreatic cancer than breast cancer by 2026.

Nearly 10,500 people a year are diagnosed with pancreatic cancer, but it has the lowest survival with around 9,000 dying every year. Despite being a common cancer and having the poorest survival rates, only 3% of the annual UK cancer research budget goes into pancreatic cancer. This is shameful.

There is hope.

By working together, our actions today can transform the future for people affected by pancreatic cancer.

Thanks to our staff and our amazing supporters, we are making a stand and demanding a better future through funding research and campaigning for change.

But we're also here for those that need us today.

We don't want anyone to have to face pancreatic cancer alone. Our specialist nurse Support Line, expert information and services connects people with similar experiences. We provide people with pancreatic cancer and their families with practical steps and emotional support when they need it most.

But we can't do any of this alone - **we can only succeed and transform the future if we take it on together.** You could be a key part of our success.

This is a great role and a very exciting time to join the charity. We are an ambitious charity working with one of the toughest cancers. As we come out of the pandemic and our current five-year strategy comes to an end, our priority is to have a robust and immediate plan in place. So, we have developed a new, ambitious two-year plan in response to Covid and, alongside this, we are working on our longer-term strategy, which will drive forward our ambition to transform the future for people affected by pancreatic cancer.

Your reward will be to see more people with pancreatic cancer have the chance to live longer, better lives. What's more, you'll be joining an incredible team and a great place to work:

- **We're a small charity, so you'll feel part of a team**, not a machine. We celebrate all our achievements together, we make sure new starters get a great welcome, and we never forget we are a community where everyone has value.
- **We're passionate about our cause**, and are in a strong position to make a difference.
- **We make sure you can give your best** – we'll invest in your learning and development, we'll value your skills and experience, and we'll give you the chance to shine.
- **We have a great team of passionate and determined staff and supporters**, with strong partnerships with patients, families, fundraisers, medical professionals, researchers and policy-makers.
- **We encourage a healthy work-life balance** and are always happy to discuss flexibility in light of the role requirements and your own personal needs. We have high levels of job satisfaction and a collaborative and innovative culture – and I know everyone here would join me in being proud to work here. We are currently working remotely from home due to Covid restrictions. We are also considering an appropriate blend of working from home and in the office, so that staff can work flexibly once the office is fully open once again. So if you feel excited and inspired by the prospect of joining us to play a vital role in our mission to transform the future for everyone affected by pancreatic cancer, we would love to hear from you. We are working hard to create an inclusive workplace and therefore welcome applications from people of all backgrounds and experiences, as well as applicants eager to embody our values; Determined, Compassionate, Pioneering and With Integrity.

Please find enclosed further information about the Charity, the disease and this position, and do take a look at our website and read through the job description and person specification for more information and whether your skills and experience are a fit for this role.

We hope to hear from you soon.

With best wishes,

Diana Jupp
Chief Exec

Job Description

Media Officer

It's unacceptable that more than half of people diagnosed with pancreatic cancer die within 3 months. Survival rates have improved enormously for most cancers, yet for pancreatic cancer, this is not the case. And, with treatment and care affected by the pandemic, the situation has only got worse.

Pancreatic Cancer UK is a national charity dedicated to taking on this injustice using every possible means. We're supporting people with pancreatic cancer now, campaigning, and funding vital research to transform the future.

The Role:

Pancreatic Cancer UK is a growing charity with ambitious plans to transform the future for people affected by pancreatic cancer. This is an exciting time to join our dynamic communications team.

The successful candidate will be key in supporting the Senior Media Manager to deliver successful media strategies, and integrated communications campaigns, to build the organisation's profile, increase our reach, raise awareness of our work and demonstrate the urgent need to improve the outlook for people diagnosed with the deadliest common cancer.

Main responsibilities:

- Working to the Senior Media Manager, help devise and deliver media strategies to promote the charity's fundraising, services, policy and research activities, and integrated campaigns such as Pancreatic Cancer Awareness Month
- Produce engaging copy, including press releases, comments and blogs, for a variety of audiences
- Proactively sell-in news stories and features to journalists across the whole of the UK to increase the profile of the charity and the disease
- Act as the charity's first point of contact for journalists and provide a professional, flexible and responsive service to the media, often to a tight deadline
- Develop excellent working relationships with internal teams, spokespeople and people affected by pancreatic cancer
- Lead on the development of new case studies for the Marketing and Communications Team and find ways to maximise the impact of those stories through the media and the charity's own channels
- Ensure spokespeople and people affected by pancreatic cancer are fully briefed and supported when undertaking media interviews on behalf of the charity
- Lead PR for individual fundraisers and our Purple Star awards, sporting events (e.g. London Marathon), local corporate partnerships and services-led events, including Living With Pancreatic Cancer Days, to generate regional and national/ consumer coverage
- Where required, attend events to give media support and build relationships

- Build on and develop good relationships with national, consumer, trade, online and local journalists
- Monitor media coverage and evaluate projects as agreed with the Senior Media Manager
- Guard the charity's reputation by supporting the Senior Media Manager in monitoring issues of concern and in the application of the Crisis Communication Plan
- Support the Senior Media Manager in developing new and existing relationships with celebrity ambassadors for the charity by drafting requests for help, briefings and quotes as required
- Create a daily news bulletin and circulate internally, and share relevant media coverage with all staff
- Share responsibility for out of hours duty in evenings and weekends/ bank holidays
- Work with the digital team to enable an integrated and creative approach to the delivery and management of stories and content across digital and social channels.
- Work collaboratively with the team to support team objectives and support the wider charity as a whole.

About you:

Are you passionate about ensuring that people with the deadliest common cancer are not forgotten in the wake of COVID-19? You will need to be able to spot a news story at a hundred yards and have the creative instinct to find the right angle to get the public talking about pancreatic cancer.

You will possess the poise to remain calm under pressure, the ability to prioritise a varied workload, and the emotional intelligence to work sensitively alongside people affected by pancreatic cancer, as you support them in sharing their experiences through the media.

With a strong track-record of securing media coverage under your belt, you will be confident pitching to journalists and have the ability to write copy that will pique their interest, move their audiences, and clearly articulate the charity's position on the issues that matter.

Nurturing relationships will be important to you. Working with world-class scientists, celebrity ambassadors, or in collaboration with other organisations to make a difference will excite you. If that sounds familiar, then join us in taking on pancreatic cancer. You'll have the opportunity to develop new skills, be at the heart of successful campaigns and break news of the ground-breaking research that will change the future.

This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.

Person Specification

Skills, knowledge and experience	
Essential	
1	Sound knowledge and understanding of the UK media, and a strong news sense
2	Proven ability of working in a press office, a PR agency or as a journalist
3	Proven ability of liaising with journalists on both a proactive and reactive basis, and writing media releases and other copy targeted at a range of audiences
4	Demonstrable track record of generating media coverage
5	Liaising with external/ third party agencies and partners
6	Excellent written and verbal communication skills
7	Excellent organisational skills, highly efficient with ability to manage own workload
8	Ability to think creatively and proactively, and generate ideas to secure media coverage
9	Ability to manage shifting priorities and work to tight deadlines
10	Ability to confidently work with and brief people at every level, from community fundraisers to senior colleagues in the charity, to external medical experts and researchers.
11	Ability to work well as part of a team
12	Ability to work on call as well as occasional evenings and weekends as needed
13	Competent user of Microsoft Office (Word, Excel, PowerPoint, Outlook)
14	Strong interpersonal skills
Desirable	
1	Have previously worked in the charity sector
2	Have previously worked in healthcare communications
3	Digital communication skills including the ability to write for the web and social media channels

A criminal record check is not currently required for this role.

Personal qualities and other requirements are:

- Commitment to our vision, mission and values: Determined, Compassionate, Pioneering, With Integrity, and to learning and development
- Commitment to health and safety, data protection, equality and diversity and safeguarding compliance and best practice
- Understanding and acceptance of Pancreatic Cancer UK's policy on the use of animals in research which is in accordance with the AMRC
- It is essential you have to have the right to work in the UK at the time of application.

Main terms of employment

Media Officer

Reporting to:	Senior Media Manager
Salary:	£28,500 - £30,500 per annum (Dependent on experience)
Location:	London SE1 (temporarily remote working from home due to Covid-19)
Hours:	Full-time, 35 hours per week, Monday to Friday
Tenure:	Permanent
Holidays:	25 days per year, plus bank holidays. The holiday year runs from 1 April to 31 March.
Pension:	Eligible employees will be automatically enrolled into our Royal London pension scheme on their start date. PCUK will contribute 4% of gross salary; employees are required to contribute 3% of gross salary rising. Employees can opt out of the scheme at any time.
Benefits:	We offer travel loans for the purchase of an annual season ticket, death in service benefit and paid compassionate leave. We also operate a Cycle to Work Scheme. All employees have access to our employee assistance programme offering a free, confidential helpline on work and personal matters.

How to apply

- 1) Please submit Section 1 and Section 2 of the application form to jobs@pancreaticcancer.org.uk
- 2) The closing date for submitting applications is Thursday, 5th August 2021 at 9 am.
- 3) Interviews will take place remotely via a Zoom video call on 26 and 27 August 2021
- 4) If you are invited to interview, you will be asked to provide a scan / clear photo of your right to work before the interview to prove your right to work in the UK. If you are successful for the role, the HR department will organise an appointment for you to visit the office so a copy of your right to work document can be taken.

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