

Job Description

Senior 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, experience & qualifications	
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 such as our suppliers / PR agencies
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	Competent user of Microsoft Office (Word, Excel, PowerPoint, Outlook)
13	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
4	Have a degree in a subject such as English Literature / journalism

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

Personal qualities and other requirements are:

- Ability to work on call as well as occasional evenings and weekends as needed
- 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.

January 2022