

JOB SPECIFICATION



FREELANCE PROJECT MANAGER – BREAST CANCER PREVENTION DIGITAL LEARNING TOOL

Breast Cancer UK is recruiting a self-motivated and highly experienced freelance digital project manager to deliver our innovative breast cancer prevention digital learning tool (the project) from concept to delivery.

The Project Manager will work closely with the CEO, Communications Manager and Head of Science to plan and implement the development of an accessible and inclusive multi-channel digital tool to educate the public on breast cancer prevention, ultimately empowering them to gain the knowledge and understanding to take control of their health and reduce their risk of developing breast cancer.

Breast Cancer UK was recently successful in securing a grant from the [Ecclesiastical Movement for Good](#) Awards to develop and implement this innovative digital learning tool.

BACKGROUND AND CONTEXT

Breast Cancer UK's mission is to prevent breast cancer through scientific understanding, education, collaboration and policy change.

Around 55,000 women every year get breast cancer, yet over 25% of breast cancer cases are preventable. We focus entirely on the prevention of breast cancer through the following:

- Funding high quality scientific research that will help to understand and address the preventable risk factors for breast cancer
- Educating and raising awareness of the preventable risk factors for breast cancer and providing practical information to empower people to reduce their risk of developing the disease
- Campaigning for policy changes that promote the prevention of breast cancer

Breast Cancer UK promotes awareness and understanding of preventable environmental and lifestyle risk factors. The charity also invests in scientific research which investigates the links between exposure to certain environmental chemicals and breast cancer.

Over the past 7 months we have been negatively impacted by the COVID-19 crisis. Our response to the crisis is to ensure the survival and stabilisation of our charity's important work through increased meaningful engagement with our supporters and increased focus on fundraising. Prior to COVID-19, we delivered our education programme through our Breast Cancer UK Education Ambassadors to organisations and groups across the country. The pandemic has meant that we have had to pause this programme for the foreseeable future. However, accessible breast cancer prevention education is more important than ever, and we recognise the need

to adapt to ensure that we can deliver inclusive and engaging learning to audiences across the country through free digital technology.

PROJECT DETAILS

Project Budget

£50,000 over three years

Timescale and Key Project Milestones

Phase 1 – Development and implementation - £35,000 – December 2020 to April 2021

- Phase 1 -Design and development of the online learning resources – **December 20 – March 21**
- Launch of the first stage of the online learning tool – **March 21**
- Phase 1 interim report April 2021

Phase 2 –Evaluation and agile adaptation - £7,500 April 2021 to March 2022

- Phase 1 evaluation, agile adaptation of the online learning tool **April 21 – March 22**
- Phase 2 interim report

Phase 3 – Ongoing Evaluation and agile adaptation - £7,500 April 2022 to March 2023

- Phase 2 evaluation agile adaptation of the online learning tool **March 22 – March 23**
- Ongoing maintenance and management of the tool – **March 23 onwards**
- Final report

Phase 1 - Development and Implementation - Nov 20 – April 21

Phase 1 of the project is to deliver an engaging, practical and accessible online digital learning tool offering audiences all around the UK the ability to achieve sustained breast cancer prevention learning outcomes.

Phase 1 of the project will comprise the development of the digital components of the online learning resources for example:

- Evergreen webinars on breast cancer prevention
- ChatBot offering interactive Q&As
- Reduce your risk and explainer science videos to demystify the science
- Interactive quizzes and games focussing on the key topics
- Downloadable resources and e-books
- Automated motivational emails to support behavioural change
- Evaluation / feedback mechanisms built into all components of the digital learning tool

PURPOSE OF ROLE

The purpose of this role is to oversee the successful implementation of Phase 1 of the Breast Cancer UK digital breast cancer prevention learning tool (the project). The Project Manager will be responsible for executing the project from conception to delivery, liaising with internal stakeholders in defining the project and regularly reporting back on progress. The Project Manager will also be responsible for liaising with external stakeholders including recruiting, instructing and managing design and development consultants to create the tool and implement Phase 1 of the project on time (by March 2021). Beyond Phase 1 of the project, it is anticipated that

there may be ongoing work for the Project Manager in supporting the maintenance and evaluation of the digital learning tool.

Key responsibilities

Work with the CEO and BCUK stakeholders to:

- Define project components and project outcomes
- Plan and oversee the implementation of the project
- Act as the key contact for internal and external stakeholders
- Develop a project plan and identifying and implementing KPIs and project milestones
- Develop monitoring and evaluation tools to measure the impact of the project both in terms of reach and behaviour change
- Set and manage the project budget
- Regularly report to the CEO on the progress of the project
- Liaise with user groups to test concepts and ideas

PERSON SPECIFICATIONS

As the Project Manager you will have an interest in Breast Cancer UK's work, our messaging and our audiences, and have a strong desire to understand and help drive our key breast cancer prevention education. You will have significant experience in project managing digital projects, including working with designers and digital developers and engineers, to achieve successful digital learning projects and consulting with user groups to test concepts and ideas. Ideally, you will have experience in delivering scientific information and messages to the general public.

Key skills:

- Background in working on digital learning projects from initial briefing to delivery
- Experience in developing digital projects for charities and wide audiences
- Technical competence and understanding of relevant software and web technologies such as Adobe Flash, HTML5, HTML ,CSS and JavaScript
- Evidence of working with project management methodologies
- Excellent finance and project budget management skills
- Highly organised and reliable
- Strong communication skills both written and verbal preferably with skills in communicating scientific information to the general public
- Strong relationship skills with ability to work with multiple stakeholders
- Passion for IT, digital learning and digital projects
- Highly creative and innovative approach
- Positive and results orientated

KEY FACTS

Rate:	£30/hr or £225/day
Contract type:	Freelance
Contract period:	December 2020 to April 2021 (with possibility of ongoing work)
Hours:	Up to 3 days per week (with flexibility to adjust days according to the needs of the project)
Location:	Home based
Responsible to:	Chief Executive Officer
Key internal relationships:	Communications Manager, Head of Science
Key external developers:	Designers and developers

APPLICATION PROCESS

To apply, please forward your full CV and a statement (no more than 2 pages) addressing how your skills and experience meet the requirements of the role. Please include in your statement examples of your work relevant to this project to recruitment@breastcanceruk.org.uk by **midnight Sunday 22 November 2020**.

Please indicate in your application your pattern of availability over the next 6 months.

To discuss the role, or if you have any questions regarding the expression of interest process, please contact Thalie Martini (CEO) thalie.martini@breastcanceruk.org.uk