

Job Description



COMMUNICATIONS OFFICER

The Communications Officer plays a key role in supporting the Digital Content and Communications Manager, the fundraising team and scientific research team in delivering engaging and inspiring communications campaigns.

This is an exciting time to join Breast Cancer UK to help us engage new audiences and grow our breast cancer prevention community.

This is a remote working role which means strong autonomy, effective planning, excellent collaboration and internal communications as well as a high level of creativity and confidence are a must.

BACKGROUND

Breast Cancer UK's vision is a world without breast cancer. Our mission is to prevent breast cancer through scientific understanding, education, collaboration and policy change.

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

- Funding high quality scientific research to help understand and tackle the preventable risk factors of breast cancer.
- Informing the public about what they can do to reduce their risk of developing breast cancer through practical information to empower people to take charge of their health.
- Campaigning for government policy that promotes breast cancer prevention.

Our scientific research and campaigns focus on the links between certain environmental chemicals and breast cancer. We also produce engaging content to support the public to understand preventable lifestyle risk factors.

Over the last year we have made structural changes to the charity and we have expanded our digital content to introduce our Breast Cancer Prevention Hub. This new content requires effective audience and supporter communication and follow up to ensure they enjoy the full benefits of our hub but also can be stewarded through a rewarding experience.

We are now entering a new phase of growth tempered by continuing uncertainty due to the ongoing global pandemic. This requires us to be innovative, agile and well-prepared optimising the use of our talent and resources. This role is critical in ensuring we maximise the reach, meaningful engagement, and impact of all our work.

KEY FACTS

Last Updated August 2021

Job Title:	Communications Officer
Salary:	£23,000 to £25,000 per annum (dependent on experience)
Hours:	Full Time (37.5 hrs/week) 12 months fixed term contract (with potential to extend)
Location:	Home based (with periodic travel to central London – health situation permitting)
Responsible to:	Digital Content and Communications Manager

OTHER BENEFITS

- 25 days holiday per year plus public holidays, plus three days when the office is closed over the Christmas period (when holiday time must be taken)
- Supportive and positive working environment
- Good opportunities for learning and development
- Home working with some flexibility in hours
- 4% matched funded contributory pension scheme

PURPOSE OF THE ROLE

The main purpose of this role is to plan and produce high quality communications to support the Digital Content and Communications Manager to deliver Breast Cancer UK's communications strategy. The role is responsible for setting, scheduling, implementing and monitoring our external communications including fundraising, supporter and prevention hub user emails, newsletters and social media posts. Ensuring clarity of message, consistency in tone of voice and an engaging proposition.

As a small yet very busy organisation, it is imperative that we work collaboratively, efficiently, and effectively. This is a cross organisational role with cross organisational insights and responsibilities. While working closely with the Digital Content and Communications Manager, the role collaborates with the whole team and has a key role to play in supporting the fundraising and the science teams' communications.

This role is self-driven, highly organised and creative, and will require excellent copy writing skills with an emphasis on editorial writing and on health and scientific communications, a good sense of judgement and a strong interest in public health and cancer prevention.

KEY RESPONSIBILITIES

- Manage the charity's supporter and stakeholder digital communications
- Schedule and monitor social media communications
- Work with the Digital Content and Communications manager to develop and implement a comprehensive communications plan
- Prepare monthly engagement reports

SCOPE OF WORK

This role has five main areas of work. The percentages given below are approximate and the post holder's work rhythm will vary from week to week and month to month:

1. Scope of role

Last Updated August 2021

This role can be roughly divided into five main areas of work. The post holder's work rhythm will vary from week to week and month to month:

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|--|------------|
| a. Prepare and deliver effective supporter and stakeholder digital communications | 40% |
| b. Plan, prepare and deliver social media communications | 30% |
| c. Develop and maintain a communications matrix for all external communications | 15% |
| d. Monitor and report on engagement and analytics | 10% |
| e. Other tasks as required | 5% |

BREAKDOWN OF DUTIES

This is not necessarily a comprehensive list of tasks but is intended to give a good feel for the key responsibilities of the role:

Prepare and deliver effective supporter and stakeholder digital communications **40%**

- Work with the Digital Content and Communications Manager and Fundraising Manager to build a comprehensive register of supporter and stakeholder emails and digital communications
- Audit and review all current email / digital communications content for consistency, tone of voice and clarity of message
- Review current scheduling of current email communications
- Support the Digital Content and Communications Manager and Fundraising Manager to prepare and schedule all new email / digital communication campaigns
- Provide editorial and copy support to the science team on digital communications

Plan, prepare and deliver social media communications **30%**

- Work with the Digital Content and Communications Manager to build a comprehensive social media plan
- Prepare and schedule social media communications including managing paid ads and social media budget
- Prepare a social media monitoring plan including preparing responses to comments and supporting the team rota

Develop and maintain a communications matrix for all external communications **15%**

- Support the Digital Content and Communications Manager in designing and implementing a supporter and stakeholder communications matrix – mapping the various communications journeys

Monitoring and reporting **10%**

- Monitor all digital communications.
- Build a feedback register
- Prepare quarterly engage data and feedback reports for CEO and the Board of Trustees

Other tasks as appropriate **5%**

KEY RELATIONSHIPS

The post holder will have contact with a wide range of people, both within and outside the organisation and will be required to be friendly, professional, helpful and sensitive. Relationships include:

- i) Staff
- ii) Trustees
- iii) Consultants
- iv) Supporters and donors
- v) Tech support team and other external service providers

OTHER INFORMATION

This job description helps the post holder to understand her/his main duties. It is not exhaustive, and the role's duties may change from time to time, in discussion with the post holder and consistent with the level of responsibility of the post.

Breast Cancer UK is committed to providing equal opportunity to everyone, regardless of background.

Breast Cancer UK has no head office and all staff are expected to be able to work from home and have access to a reliable internet connection. The post holder will be supplied with a laptop computer and a mobile phone which will be returned to the charity upon leaving the charity. An equipment set up allowance is available for the purchase of additional equipment as agreed with the line manager.

It is important that staff can work effectively and confidently in this environment. There are supporting mechanisms in place to ensure that the BCUK team are well connected with regular video conferences, calls and face to face meetings.

Once normal activity is resumed, the post holder will be occasionally required to travel to London for staff meetings. The post holder may also be required to undertake occasional evening and weekend work where, for example, we hold meetings, events or conferences. This may occasionally require overnight stay.