

# Media and Campaigns Officer



**Weston  
Park**

Cancer Charity

Together at every step.

## Working here

### Media and Campaigns Officer

<b>Reporting to:</b>	Marketing and Communications Manager
<b>Responsible for:</b>	N/A
<b>Job location:</b>	Agile working; working remotely with approximately 1 day a week at one of our facilities in Sheffield, including Weston Park Cancer Charity
<b>Hours:</b>	Full time 37.5 hours per week
<b>Salary:</b>	£22K
<b>Contract length:</b>	Permanent

## What we do

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For one in two of us, cancer will change everything.

When it does, so can we.

Weston Park Cancer Charity is here to face cancer with you. Our services, advice and support are for you and the people close to you, helping everyone to live with and beyond cancer. The funds we raise also support vital, pioneering research and clinical trials led by the exceptional medical experts at Weston Park Cancer Centre. It's our job to care in every sense for our patients and their families. Our help is free, and we're here for you, together every step.

## Main purpose of post

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- To build and maintain relationships with people willing to share their stories about Weston Park Cancer Charity, to be used as case studies to promote our work
- To write, edit and proof copy, following the charity's tone of voice guidance
- To help devise and implement media and promotional campaign plans for delivery of key projects
- To create inspiring multi-channel content; taking complex issues and translating them for different audiences to develop impactful campaigns
- To raise the profile of Weston Park Cancer Charity by generating regular, high profile coverage; conveying the impact and breadth of our work
- To develop and maintain a strong network of media contacts and journalists, ensuring contacts are kept up to date
- To produce press cuttings and reports on coverage
- To provide out-of-hours support on a rota basis, escalating to senior team members as required

The job description is not an exhaustive list of all duties required of the postholder

### What you do

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#### Media relations

- Work with all members of staff to identify media opportunities
- Devise media strategies for specific campaigns including cancer services and fundraising
- Build and maintain relationships with key media contacts
- Distribute media releases, actively selling stories to the media where appropriate
- Deal with all press enquires including being the first point of contact for the press by phone and manage a rota for out of hours enquiries
- Organise media calls and events as required
- Develop a database of case studies identifying opportunities to cultivate new profiles in support of key messages and the charity's priorities
- Monitor media stories, press cuttings and report accordingly

#### PR & Communications

- Work with staff to plan communications campaigns and develop campaign materials
- Work with the Marketing and Communications Manager to schedule offline advertising
- Write, edit and proof copy for campaigns, marketing materials, features, stories, newsletters etc
- Work alongside the Communications and Digital Media Officer to update content on social media and the website
- Ensure marketing collateral is kept up to date including print distribution, coordinating print runs where required
- Liaise with suppliers including but not limited to print fulfilment, design, advertising
- In collaboration with colleagues, build and maintain a database of key statistics and key messages for use in communications
- Identify and interview those willing to share their experiences of Weston Park Cancer Charity

#### General

- Ensure databases are kept up to date
- Provide copywriting and editing support across all internal and external communications to maintain consistent tone, style and messaging
- Undertake any other duties as the organisation may reasonably require
- To support the implementation of the charity's brand strategy and act as a brand champion
- Able to work some out of hours including attending events, attending some early/late meetings and monitoring social media
- Comply with all Weston Park Cancer Charity's policies and procedures including confidentiality, privacy and data protection.
- Promote the guiding principals and objectives of Weston Park Cancer Charity

### Who you are

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#### Qualifications

- You are educated to a minimum of GCSE level (or equivalent)

#### Your experience and knowledge

- Natural flair for storytelling and can write, edit and proofread copy for different communication channels
- Experience of developing and delivering successful and creative communication strategies
- Experience of producing high quality media and communications materials
- Understanding of the media including drafting press releases and identifying opportunities for the placement of stories.
- A competent level of IT literacy

#### Your skills

- Excellent copywriting skills with superb attention to detail; including strong proofreading skills
- Able to communicate effectively with a wide range of individuals
- Creative and innovative
- Ability to translate complex situations and communicate this to a lay audience
- Organised, efficient and the ability to manage tight, shifting deadlines

#### Your attributes

- Enthusiastic, pro-active, able to take initiative and work autonomously
- Positive, resilient attitude
- Effective team worker
- Passionate about the cause and delivering impactful work
- Approachable and sensitive in supporting people who wish to share their own experience
- Comfortable with remote working and with suitable homework set up to accommodate agile working
- Emotionally resilient to sensitive information
- Able to participate in some out of hours work
- Confident and clear communicator by phone, email or in person

#### You may also have (desirable)

- Experience of following style and brand guidelines
- Experience of working in a similar role either in-house or in a PR agency
- Knowledge of the third sector
- Experience using design software such as Adobe Illustrator, InDesign, Photoshop and Premiere Pro
- Knowledge and experience of media / stakeholder relations

## Media and Campaigns Officer job description

- Experience of supporting case studies to share their personal stories and writing them up in an engaging way for a variety of different audiences
- Degree level qualification on a relevant subject (e.g. marketing, communications, public relations) or equivalent experience
- Experience of implementing campaign plans against set KPIs

## How to apply

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**Closing date:** 25th November 2020 00:00

**Application format:** Please send a CV and covering letter demonstrating that you have read the job description / person specification and how you meet the essential and (where relevant) desirable criteria for this role. This can include skills, training, membership of professional bodies and experience. The covering letter will form a key part of the recruitment process and you should demonstrate your suitability for the role in no more than two pages.

Weston Park Cancer Charity is committed to promoting equality of opportunity and values diversity of culture among our staff. All applications are anonymised as part of the selection process, so please do not forward any documents in PDF format.

**Apply to:** [HR@wpcancercharity.org.uk](mailto:HR@wpcancercharity.org.uk)