

Job description

Our charity

We're Breast Cancer Now, the research and support charity. We're the place to turn to for anything and everything to do with breast cancer. However you're experiencing breast cancer, we're here.

The brightest minds in breast cancer research are here. Making life-saving research happen in labs across the UK and Ireland.

Support services, trustworthy breast cancer information and specialist nurses are here. Ready to support you, whenever you need it.

Dedicated campaigners are here. Fighting for the best possible treatment, services and care, for anyone affected by breast cancer.

Why? Because we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well. But to create that future, we need to act now.

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| Job title | Research impact communications manager |
| Directorate | Fundraising, communications and engagement |
| Team | Research communications |
| Job title of reporting manager | Head of research communications and engagement |
| Job title(s) of direct reports | None |
| Document created (month and year) | July 2023 |

Overview of directorate

The fundraising, communications and engagement directorate at Breast Cancer Now has overall responsibility for communicating, engaging, and fundraising to our key audiences across a range of channels.

We lead on communicating about our charity, its work and impact, to all audiences – from people living with or beyond breast cancer and their loved ones, to supporters, corporate partners and policy makers. We create and deliver high-quality, engaging information and communications about breast cancer and ways to engage with Breast Cancer Now.

In our team, we leverage the strength of our bold brand, reputation and cause to create compelling ways for people to support Breast Cancer Now's work. We're led by the voices of people affected

by breast cancer, and we champion their views and needs across a range of communications and platforms.

We also work collaboratively with the public, patients, supporters, partners and healthcare professionals to develop communications, information and fundraising that builds awareness, trust, loyalty, passion, affinity, and influence.

We're responsible for delivering £12.7 million net income through our fundraising. All so that we can keep being here for anyone affected by breast cancer, with support for today and hope for the future.

Our directorate is responsible for:

- Brand, marketing and communications
- Digital
- Supporter experience
- Press, PR and celebrity
- Individual engagement and supporter operations
- Community and events
- Corporate partnerships
- Philanthropy and special events

We all work closely with teams in the corporate services directorate, and the research, support and influencing directorate.

Job purpose

You'll use your knowledge of medical research field and science communication experience to create a suite of research impact stories, based on more than 30 years of research funding. This will help us to confidently talk about the difference that our research makes to the lives of people affected by breast cancer.

These stories will strengthen Breast Cancer Now's position as the leader in world-class research. They'll be used in any instance where we need to demonstrate our research impact, from fundraising materials to our brand marketing.

Key tasks and duties

Project management

- Lead the project to deliver the impact stories of Breast Cancer Now's research over 30 years. This will likely include:
 - Developing a comprehensive timeline reflecting breakthroughs in breast cancer research and improvements in treatment and care, providing context to our research and achievements.
 - Developing a comprehensive timeline of most significant breakthroughs from our research portfolio.
 - Sourcing a set of statistics and numbers to illustrate the scale and importance of our research funding and achievements. These could be based on the research portfolio, publications, and numbers of people who could benefit from it.

- Based on historical research funding from both long-term programmes and response mode grants, finding compelling research impact examples that can be developed into engaging stories with appropriate accompanying assets – infographics, personal stories, photos or videos. Where appropriate, these examples will link to our other work, for example policy and influencing.
- Developing a process to review, update and add to the impact stories that can be incorporated in the research communications team as a business as usual activity.

Collaborating with stakeholders

- Work with our fundraising and communications teams to determine and assess the requirements for research impact stories.
- Develop an in-depth understanding of our research portfolio, working with our research team and Breast Cancer Now-funded researchers.
- Capture the evidence base behind research impact stories and ensure the longevity and preservation of historical knowledge.
- Working with the design, multimedia and copy teams, develop a bank of assets supporting research impact stories, based on the understanding of the needs of internal stakeholders. These assets are likely to include a personal story, infographic, video content, long- and short-form written content for lay audience. Ensure all materials reflect our brand and tone of voice, and link with our communications framework.
- Launch research impact stories to internal stakeholders and evaluate how they are used, how they fulfil our business needs, and how they can be improved going forward.
- Work with the evaluation and impact manager and the research funding team to ensure future research impact stories are in line with our approach to measuring research impact.
- Build effective relationships with researchers across Breast Cancer Now's portfolio to acquire an in-depth knowledge of the research and maximise opportunities for communicating the outcome and impact of their work. Occasional travel to visit scientists may be required.

Other requirements

- To adhere to Breast Cancer Now's health, safety and wellbeing policy and procedure and all other HR-related policies and procedures.
- To undertake any other duties that are within the scope and remit of the role and as agreed with your manager.

Person specification

Qualifications and experience

It's **essential** for you to have the following qualifications and experience:

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| • An undergraduate degree with a biological sciences component | X | |
| • Of translating complex scientific information for a lay audience | X | X |
| • Of working with academic stakeholders | X | X |
| • Of researching, analysing and interpreting scientific information | X | X |
| • Of project management, including stakeholder engagement, planning and coordinating multiple streams of work | X | X |
| • Of developing effective and engaging communications across various media (e.g. web, social media, written case studies) | X | X |

It's **desirable** for you to have the following qualifications and experience:

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| • A postgraduate qualification in a relevant scientific discipline | X | |
| • A degree or qualification with a science communication component | X | |
| • Of working in the charity sector | X | |
| • Science journalism experience | X | |

Skills and attributes

It's **essential** for you to have the following skills and attributes:

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| <ul style="list-style-type: none"> • Deep understanding of research funding landscape and the wide range of research impacts | X | X |
| <ul style="list-style-type: none"> • Excellent writing and verbal communication skills | X | X |
| <ul style="list-style-type: none"> • Ability to research, interpret and present scientific information in accessible, meaningful and impactful ways | X | X |
| <ul style="list-style-type: none"> • Ability to quickly analyse scientific information and present an opinion on the value and credibility of research | X | X |
| <ul style="list-style-type: none"> • Ability to tailor research information to a variety of audiences | X | X |
| <ul style="list-style-type: none"> • Ability to develop good working relationships within and outside of the direct team | X | X |
| <ul style="list-style-type: none"> • Ability to work independently and use own initiative | X | |
| <ul style="list-style-type: none"> • To have a good eye for detail and scientific accuracy | X | |
| <ul style="list-style-type: none"> • To be highly organised and able to prioritise and multitask to meet tight deadlines | X | |

It's **desirable** for you to have the following skills and attributes:

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| <ul style="list-style-type: none"> • To have a good understanding of how research advances can influence policy | X | |
| <ul style="list-style-type: none"> • To have a good understanding of the needs of fundraising teams | X | |

Knowledge

It's **essential** for you to have the following level of knowledge:

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| <ul style="list-style-type: none"> • Knowledge of scientific databases, academic search engines and Microsoft Office suite | X | |
| <ul style="list-style-type: none"> • Knowledge of research evaluation and / or research impact assessment theory | X | X |

It's **desirable** for you to have the following level of knowledge:

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| <ul style="list-style-type: none">• A scientific understanding of breast cancer or cancer in general | X | |
| <ul style="list-style-type: none">• Awareness of the charity sector's role in medical research funding | X | |

Role information

Key internal working relationships

You'll work closely with the following:

- Other members of the research communications team
- Brand, marketing and communications team
- Research funding team
- Impact and evaluation team
- Senior breast cancer insight analyst
- Policy and influencing team
- Fundraising teams

Key external working relationships

You'll work closely with the following:

- Breast Cancer Now funded researchers (around 340 across the UK and Ireland)
- Other scientific and clinical contacts

General information

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|---|--|
| Role location and our hybrid working model | <p>This role is based in our Cardiff, Glasgow, London or Sheffield office. However, our hybrid working model allows you to work up to 4 days per week at home. The other days will be primarily based in:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB (open Wednesday and Thursday)</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday, Tuesday, Wednesday and Thursday)</p> <p>1st Floor, 14 Cathedral Road, Cardiff CF11 9LJ (open Monday, Tuesday and Wednesday)</p> |
| | <p>It's important you have a positive induction experience and therefore, you'll be asked to consider coming into the office more frequently during your initial period of employment. This will enable you to get to know your manager and team colleagues quicker. This also allows you induction process to be meaningful and comprehensive, allowing for support to be provided more readily. Thereafter you will be able to follow the hybrid working model as described above.</p> |
| Hours of work | <p>21 per week, between Monday to Friday (working pattern to be agreed with line manager)</p> |
| Contract type | <p>6-month fixed term</p> |
| Medical research | <p>We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when they're no alternatives.</p> |
| Conflict of interests | <p>You'll be obliged to devote your full attention and ability to your paid duties. You shouldn't engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.</p> |
| Immigration, Asylum and Nationality Act 2006 | <p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p> |

How to apply - guidance

We hope you choose to apply for this role. In support of your application, you'll be asked to submit your **anonymised** CV which means removing all sensitive personal information such as and for example, your name, address, gender, religion and sexual orientation. You're also asked to provide a supporting statement. When doing so please ensure you refer to the essential criteria on the person specification and clearly provide as much information as possible with examples to demonstrate how and where you meet the criteria.