

# **PR and Communications Officer Recruitment Pack**

**May 2019**

# The Role of PR and Communications Officer

As PR and communications officer you will work closely with the communications and engagement manager to plan, deliver, and review reactive and proactive PR plans and integrated communications activities to promote and grow key areas of Lymphoma Action's services.

PR: you will generate positive coverage of organisational key messages; develop PR plans as part of our marketing and comms strategy; develop media relationships and write media releases and campaign messages.

As a key member of our comms and marketing team, you will be responsible for developing a diverse range of lymphoma case studies; produce compelling content for our website, magazine and newsletters; and provide creative and editorial support to our campaigns.

You will monitor social media activity via Lymphoma Action's social media monitoring tools, replying to posts, writing and scheduling social media content.

We are looking for someone with experience in PR, comms or journalism, with a proven track record of generating positive media. You will be an excellent communicator with the ability to communicate complex information in a way that is easy to understand.

➤ **Further details about the role can be found in the attached job description and person specification**

## The benefits of working for Lymphoma Action

- We are an established and successful charity that encourages a creative and fun working environment
- We offer a flexible working environment for staff, helping to promote a better work-life balance
- With Office 365 we have the infrastructure to enable effective remote working for staff
- In addition to eight UK public holidays, you will receive 25 days' annual leave, rising by 1 day for each year's service up to a maximum of 30 days (for full-time staff; pro rata for part-time staff).
- You will be auto-enrolled in the charity's workplace pension scheme (unless you choose to opt out). Lymphoma Action will contribute a sum equal to 5% of your salary per annum and you are required to make a 3% minimum employee contribution in addition to the employer contribution. You may also make further or additional employee contributions.
- Subject to length of service requirements, you will have:
  - access to a life assurance 'death in service' scheme
  - access to an income protection/permanent disability insurance scheme
  - enhanced entitlements to maternity, paternity and adoption leave and pay
  - our generous, enhanced contractual sick pay scheme.

## How to apply for this role

If you are interested in joining Lymphoma Action as our PR and communications officer, then please read the attached job description thoroughly, including the selection criteria listed in the person specification. Please note that your application, in particular section 5, will need to evidence how you have gained the particular skills and experience we are looking for.

Please complete the job application form and return it to [jobs@lymphoma-action.org.uk](mailto:jobs@lymphoma-action.org.uk)  
Curriculum Vitae will only be accepted if accompanied by a completed job application form.

### *The recruitment timetable*

Closing date for applications: **12pm, Friday 31 May 2019**  
Interviews to be held: **Friday 7 June 2019 in Aylesbury**

If you have any queries about the application process, please contact Non Kinchin-Smith, HR and H&S Officer [n.kinchin-smith@lymphoma-action.org.uk](mailto:n.kinchin-smith@lymphoma-action.org.uk) or 01296 619400.

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## About Lymphoma Action

### Introduction

Lymphoma Action is a national charity that provides high quality patient information, advice and support to people affected by lymphoma. With a new chief executive appointed last year, the charity is developing an ambitious and forward-thinking strategic plan for 2019 and beyond. We will aim to:

- Create the highest quality information that people need so that they can understand their lymphoma
- Ensure that people affected by lymphoma can have access to the right treatment and holistic care that they need
- Ensure that people feel supported throughout their journey with and beyond lymphoma by others who understand what they are going through
- Be a voice for people affected by lymphoma so that they can be heard by decision and policy makers; influence decisions that affect them and raise awareness of their cancer
- Have the most effective resources in terms of our systems, processes, workforce and income so that we are financially sustainable and able to demonstrably deliver impactful services.

## Our Vision, Mission and Values

<b>Vision Statement</b>
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<i>Everyone affected by lymphoma will receive the best possible support, treatment and care.</i>
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<b>Mission Statement</b>
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<i>Through information, education, support and influence, we will make sure no-one has to face their lymphoma alone.</i>
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<b>Values – Specific about lymphoma</b>
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<i><b>Specialists</b> – in lymphoma</i>
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<i><b>Proactive and ambitious</b> – in bringing about change for people affected by lymphoma</i>
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<i><b>Empathetic and caring</b> – about people affected by lymphoma</i>
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<i><b>Confident</b> – about what we can achieve</i>
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<i><b>Inclusive and representative</b> – of people affected by lymphoma</i>
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<i><b>Focused and clear</b> – on what we need to achieve</i>
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<i><b>Influential and empowering</b> – in what we do</i>
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<i><b>Collaborative</b> – in how we work</i>
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## What is lymphoma?

Lymphoma is a cancer of the lymphatic system, which is part of the immune system. It is the fifth most common cancer in the UK with more than 19,500 people diagnosed every year.

While the majority of people diagnosed with lymphoma will be over the age of 55, lymphoma is also the most prevalent cancer among teenagers and young adults aged under 30. Approximately 125,000 people are living with lymphoma and CLL in the UK.

Lymphoma is a complex cancer that many people may not have heard of. It is often hard to diagnose with symptoms that can easily be mistaken for other conditions. It has over 60 different forms or subtypes – each with their varying presentations, diagnoses and treatment options.

## What we do

Lymphoma Action is based in Aylesbury and currently employs 31 staff and has over 200 volunteers who carry out its services and activities, which can be broadly grouped as follows:

- Information and publishing – we provide a range of high quality information leaflets and publications (including our regular magazine *Lymphoma matters*), which we distribute via our website and in hard-copy formats to hospitals and cancer information centres.
- Lymphoma TrialsLink – an online clinical trials database and information service (see [www.lymphoma-action.org.uk/lymphoma-trialslink](http://www.lymphoma-action.org.uk/lymphoma-trialslink))

- Helpline Services – which include telephone, email and live chat providing in many cases much-needed emotional support for those affected by lymphoma.
- Support groups – across the UK, offering information, support and local communities for people living with lymphoma.
- Buddy scheme – we have a team of over trained buddies whom we link with people who need additional support or who want to speak with someone who has shared similar experiences.
- *Live Your Life: living with and beyond lymphoma* – our survivorship and education programme.
- Events – we run national and regional events for people affected by lymphoma, including carers, friends and relatives as well as healthcare education and training events for Healthcare Professionals.
- Website – [www.lymphoma-action.org.uk](http://www.lymphoma-action.org.uk) offering a range of information and support, including hosting a number of online forums for people affected by lymphoma to share experiences and seek mutual support.

The charity’s work and strategic objectives are overseen by the board of trustees, which meets four times a year. The day to day operation of the organisation is led by **Ropinder Gill, Chief Executive**, and a senior management team (SMT) comprising:

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| • Karen Rabjohn     | Director of Fundraising and Communications |
| • Stephen Scowcroft | Head of Business Development               |
| • Jim Howson        | Head of Finance                            |

Financially, we are dependent on our fundraising work, with the vast majority of our funding coming from individual donors and grant-making trusts and organisations. Our annual turnover is around £1.4 million.

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