



PR and Communications Officer Recruitment Pack

November 2021

The Role of PR and Communications Officer (maternity)

This is an exciting and varied role delivering exceptional service and content to external media, internal stakeholders and our supporter communities. You will use your experience to support the whole organisation including our income generation activities and support services, so that we can reach more of the 125,000 people living with lymphoma in the UK.

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

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.

You would be joining our small but busy Communications team who work closely together and have a broad remit to support the whole charity – so no two days are the same!

The position is being recruited on a year-long contract covering the maternity leave of one of the Communications team members.

Lymphoma Action's head office is in Aylesbury, Buckinghamshire and with staff wellbeing being of utmost priority we have created a COVID-safe working environment and will continue to ensure that the office meets the safety needs of our staff. We also recognise that we benefit from working flexibly so this role will work in a hybrid environment with a mix of home and office working. Further flexible and remote working options may be considered for the ideal candidate.

➤ **Further details about the role can be found in the Job Description and Person Specification.**

Why work for Lymphoma Action?

- Our values and behaviours mean we have a great working culture that focuses on what we are here to do but also on being creative, supportive and having the right environment to be effective.
- We are an established and successful national charity that has supported our staff to work effectively, flexibly and safely during COVID-19, whilst focusing also on their wellbeing.
- We have the infrastructure and processes to enable effective remote working and will provide you with the means to work from home.
- We offer a generous Employee Benefits package, which includes leave enhancements above statutory requirements and a life assurance scheme.
- In addition to eight UK public holidays, you will receive 25 days' annual leave, rising by one 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.

Job Description and Person Specification

Job title:	PR and Communications Officer (maternity)
Responsible to:	Communications and Engagement Manager
Duration:	12-month, fixed-term contract
Location:	Hybrid (head office, Aylesbury) – flexible options considered
Working hours:	Part-time (between 21-25 hours per week)
Salary:	£23,500 per annum (calculated on a pro-rata basis as £14,100 for 21 hours p/w and £16,785 for 25 hours p/w)

Purpose of job

To 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 and generate positive coverage of organisational key messages.

Key internal and external relationships

- Communications and Engagement Managers
- Digital Engagement Officer
- Director of Fundraising and Communications
- Fundraising, Services and Finance teams
- The Charity's donors and supporters
- Individuals with lymphoma, and their families, friends and carers
- Media (journalists, editors, media agencies)
- Other third-sector organisations, external consultants/agencies

Main duties

Public relations

- Support the development of PR plans and tactics that are aligned with Lymphoma Action's marketing and communications strategy.
- Develop and nurture media relationships, nationally and regionally, and with trade press.
- Write content for press releases, campaign messages and internal and external organisational statements.
- Planning, writing and pitching stories to long lead media titles.
- Monitor, record, evaluate, and report on Lymphoma Action's media activity using Kantar software.
- Receive and respond to media enquiries and provide media relations guidance to senior managers and brief the wider staff group on media communications issues. Help deliver media training to staff and/or volunteers as required.
- Provide PR support across all areas and teams, facilitating relationships with media contacts as required.

- Build and maintain active relationships with celebrities and key media influencers to help raise awareness of lymphoma and the work of Lymphoma Action.

Communications

- Source, develop and manage a diverse range of case studies.
- Produce compelling content for blogs and the news and campaigning sections of Lymphoma Action's website, Lymphoma Voices podcasts, Lymphoma Matters magazine and organisational newsletters and ensure content is regularly updated.
- Contribute to the development and implementation of communications campaigns, providing creative, editorial, and operational support.
- Work closely with the Communications and Engagement Manager to engage with target audiences through social media and ensure Lymphoma Action's media and communications activities are actively promoted across all social media platforms.
- Provide support in the development and production of marketing communications for the charity to promote our services and our brand, contributing to organisational KPIs
- Develop and produce marketing collateral for key areas of work and campaigns to meet stakeholder needs.
- Provide support in the delivery of internal communications strategies.
- Support the ongoing development and embedding of the Lymphoma Action brand and help ensure communications across the Charity are consistent and adhere to brand guidelines.

Administration and support

- Assist the Communications team in their work and take on other appropriate duties as required – subject to time and commensurate with level of responsibility and salary.
- Provide occasional support to monitor social media activity via LA's social media monitoring tools, reply to posts and write social media content.

General

- To contribute to organisational effectiveness through positive team working.
- To represent Lymphoma Action in a variety of settings and to a variety of audiences.
- To meet with the Communications and Engagement Manager for the purpose of regular supervision and annual performance appraisal.
- To participate in staff training, organisation/team meetings and events, as required.
- To keep up-to-date with developments and learning in the field of cancer-related patient information and support.
- To comply with the organisation's health and safety, confidentiality, data protection and other policies.

Person Specification

It is not expected that the successful candidate will necessarily have experience/competency in all the areas highlighted. We are committed to helping individuals develop professionally and personally, and your application is encouraged.

Education, experience and knowledge
<ul style="list-style-type: none">• Experience of working in PR, communications, journalism (or similar communications discipline) and/or a recognised qualification in PR or a communications discipline.
<ul style="list-style-type: none">• A proven track record of generating positive media coverage.
<ul style="list-style-type: none">• Experience of using PR within a charity to generate awareness and support.
<ul style="list-style-type: none">• Experience of working within the health/cancer services/ pharmaceutical sector.
<ul style="list-style-type: none">• Experience of using a website CMS and drafting content for social media.

Skills and abilities
<ul style="list-style-type: none">• Excellent writing skills – able to write engaging copy for different audiences.
<ul style="list-style-type: none">• Ability to tell great stories and communicate complex information in a way that is easy to understand.
<ul style="list-style-type: none">• Confident communicator with excellent written and verbal communication and interpersonal skills.
<ul style="list-style-type: none">• Ability to build effective working relationships both across the organisation and with journalists and spokespeople.
<ul style="list-style-type: none">• A good eye for a news story and a proactive approach to sourcing and responding to opportunities and external news/events to promote the work of the charity.
<ul style="list-style-type: none">• Ability to plan, deliver, and evaluate PR and communications plans, with a willingness to lead on your own campaigns and support others as necessary.
<ul style="list-style-type: none">• Ability to deal professionally and sympathetically with people affected by lymphoma.
<ul style="list-style-type: none">• Strong administrative and organisational skills – with the ability to juggle and prioritise multiple tasks, manage workload under pressure and work to deadlines.
<ul style="list-style-type: none">• Good attention to detail.
<ul style="list-style-type: none">• Ability to work as part of a team.
<ul style="list-style-type: none">• Excellent IT skills, including Excel, Word and PowerPoint.
<ul style="list-style-type: none">• Ability to understand complex health-related and medical issues quickly.

** The role includes some travel for the purpose of training and attending external meetings. Occasionally, there may be the need to work at weekends or during anti-social hours, for which notice and time off in lieu will be given.*

Personal Competencies

Lymphoma Action works to a clear set of values in everything it does and this reflects the following behaviours we look for in all our staff.

Focused

- You focus on goals and on the best outcomes for our beneficiaries
- You are strategic and make good decisions and don't just focus on short-term needs
- You work in a flexible way, responding to new insights that will help increase our impact

Empowering

- You inspire people, celebrate success and acknowledge the efforts of others
- You support people to take on tasks and be confident in their decisions
- You respect the decisions of others and are resilient in the face of change

Trusted

- You are empathetic and show compassion, but respect professional boundaries
- You do what you say you're going to do and take responsibility for your decisions
- You are open and honest with yourself and others

Innovative

- You are curious, open to new ideas and don't miss opportunities
- You make time for reflection, creativity and learning and encourage others to do the same
- You are willing to try new things and you learn quickly from your experiences

Collaborative

- You are inclusive, treat everyone as an equal and embrace diversity
- You listen well, communicate openly and share your skills and knowledge with others
- You believe in the value of relationships and understanding differing perspectives/feelings.

How to apply for this role

If you are interested in joining Lymphoma Action as our PR and Communications Officer, please read the Job Description thoroughly, including the **selection criteria** listed in the Person Specification.

Please note that your application will need to evidence how you have gained the particular skills and experience we are looking for.

As an inclusive organisation committed to equal opportunities we welcome applications from all sections of society. We also encourage applications that will help increase the diversity of our workforce, welcoming applications from those with disabilities and from minority groups and from different backgrounds and experiences.

Please complete the **job application form** and return it to (jobs@lymphoma-action.org.uk). Please ensure it is in Word format, not pdf.

We also ask applicants to complete an **equality and diversity monitoring form**, which will be kept separately from the application form.

The recruitment timetable

Closing date for applications: **Tuesday 4 January 2022, 12 noon**

Interviews to be held: **Tuesday 11 January 2022**
(via Microsoft Teams video-conference)

If you have any queries about the application process or about the role, please contact Non Kinchin-Smith, HR Officer jobs@lymphoma-action.org.uk

About Lymphoma Action

Introduction

Lymphoma Action is based in Aylesbury and currently employs 31 staff and over 300 volunteers. We are a national charity that provides high quality patient information, advice and support to people affected by lymphoma. We also work with and support the healthcare practitioners who treat and support lymphoma patients. In addition, we engage in policy and lobbying work at government level and within the NHS with the aim of improving the patient journey and experience of people affected by lymphoma.

Our strategy for 2020-25 sets out our organisational goals and our priorities going forward. Whilst COVID-19 has impacted on many areas of our work and activities (specifically face-to-face events, peer support activities and fundraising activities), our mission and long-term strategy still stand true. In fact, our work during the pandemic has only served to strengthen our purpose and show why the need for lymphoma information and support is greater than ever.

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, including diagnoses of chronic lymphocytic leukaemia (CLL) (which is a form of lymphoma, despite its name).

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.

While lymphoma shares some similarities with other types of cancer, there are important aspects where it differs and that give a different slant to the charity's work:

- For most cases of lymphoma, there is no known cause. Therefore, positive health promotion messages will have little impact. In this sense, it's a great "unknown" and "unknowable" disease.
- Lymphoma concerns a part of the body that few people know or understand – the lymphatic system. This makes it even harder to cope with and explain to other people.
- For some forms of lymphoma, particularly indolent or low-grade forms, the initial treatment will be "no treatment", in the form of active monitoring or "watch and wait", whereby people with a diagnosis, but no troublesome symptoms, will see their specialist for regular check-ups and only begin treatment if problematic symptoms develop. This runs counter to mainstream cancer messaging which concentrates on spotting and understanding the signs and symptoms of cancer, leading to earlier diagnosis and speedy treatment, with, in many cases, a direct link to vastly improved outcomes.
- Many forms of lymphoma are chronic cancers – while the majority of other cancers, particularly solid tumour ones, will be treated with curative intent, many forms of lymphoma are not curable, but they are eminently manageable as long-term diseases. As such, many

people will live with lymphoma for a long time, with a number of relapses. It may well be that they outlive their cancer, but die from some other cause. This presents a whole range of additional issues for lymphoma patients and their families, including those around psychological support for coping with a long-term incurable cancer and a different approach to survivorship support.

- In contrast, some forms of lymphoma are aggressive and, if not treated quickly and effectively, will become terminal. Yet, at the same time, many of these aggressive forms are the ones that can be treated most successfully and have the potential to be cured. All this adds further to the complexity and difficulty in understanding lymphoma as a disease and cancer.
- Age is an important factor in cancer diagnosis, treatment and survival generally. It is particularly important in lymphoma because of the two peaks of incidence – one in younger people under the age of 30 and the other in older people, particularly over the age of 55.

What we do

Goals

We work to five overarching goals as set out in our strategy for 2020-2025:

- ❖ Create the highest quality information so that people can understand their lymphoma
- ❖ Be a voice for people affected by lymphoma in order to influence the decisions that affect them and raise awareness of lymphoma
- ❖ Ensure that people affected by lymphoma can access the treatment and care that they need
- ❖ Ensure that people feel supported with and beyond lymphoma by others who understand what they are going through
- ❖ Have the most effective resources so that we are sustainable and can deliver impactful services.

Values

Our values underpin everything we do:

- ❖ Focused – we are dedicated to the needs of those affected by lymphoma
- ❖ Empowering – we build confidence to make change happen
- ❖ Trusted – we use our expertise to deliver quality services
- ❖ Innovative – we look to a better future for people affected by lymphoma
- ❖ Collaborative – we are inclusive and value our partnerships

Our services and activities can be broadly grouped as follows:

- **Information and publishing** – including high-quality information leaflets and publications (including Lymphoma Matters magazine), supplemented by a programme of webinars, podcasts and videos.
- **Lymphoma TrialsLink** – an online clinical trials database and information service.

- **Helpline** – open five days a week and providing much-needed emotional support. We receive more than 2,000 enquiries a year via telephone, email and live chat service on our website.
- **Support groups** – we operate a network of (now online) support groups across the UK. We also run a closed Facebook group with over 2,300 members.
- **Buddy Service** – we have a team of 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** – our award-winning survivorship and education programme, which we are currently running in digital format.
- **Events** – traditionally we run national and regional events for people affected by lymphoma although these are also being run digitally during the pandemic.
- **Healthcare education and training** – we run online training events and conferences for, and provide information to, healthcare practitioners working in the field of lymphoma. This includes GPs, nurses, specialist trainees and consultants.
- **Website** – www.lymphoma-action.org.uk offering a range of information and support with over 2 million visitors a year.

To find out more about Lymphoma Action and our work, please visit our website:

www.lymphoma-action.org.uk/about-us

Lymphoma is a blood cancer and as such, people with lymphoma, were classified as ‘extremely vulnerable’ to COVID-19 at the outset of the Coronavirus pandemic. This led to an increased demand for information and support and an increase in the number of people who came to our helpline services. It has meant that we have had to adapt many of our activities in order to provide this support digitally, e.g. through moving our Support Groups online and delivering some of our events digitally.

Our role throughout the pandemic has been to support people as much as possible, providing them with emotional support, high quality information on COVID-19 and ‘shielding’ and practical support to reduce anxiety and concern such as through our ‘Distance aware’ campaign. You can find more information on how we have responded to COVID-19 on our website.

How we work

The Charity’s work and strategic objectives are overseen by the Board of Trustees, which meets four times a year, with the day-to-day operation of the organisation led by **Ropinder Gill, Chief Executive**, and a Senior Management Team comprising:

- Dallas Pounds, Director of Services
- Jim Howson, Director of Finance
- Karen Rabjohn, Director of Fundraising and Communications

An Operational Managers Group also works across the organisation, to support the implementation of strategy, development of operational plans and internal communications. The group is made up of representatives from publications, volunteering and regional development, communications, education and support services and fundraising.

Financially, we are dependent on our fundraising work, with the vast majority of our funding coming from individual donors and some grant-making trusts and organisations.

To find out more about what Lymphoma Action does, please have a look at our website: www.lymphoma-action.org.uk/about-us

For our recent achievements, please read our [2020 annual report and accounts](#) and [2020 impact report](#).



Lymphoma Action, 3 Cromwell Court, New Street, Aylesbury HP20 2PB
Admin line 01296 619400 | Freephone helpline 0808 808 5555
<https://lymphoma-action.org.uk/>

Lymphoma Action is a registered charity in England and Wales (1068395) and in Scotland (SC045850).
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