



## JOB PROFILE

<b>JOB TITLE:</b>	Media Officer
<b>SALARY:</b>	£24,000 - £28,000
<b>CONTRACT:</b>	Permanent Full Time
<b>LOCATION:</b>	London (Office based with some home working)
<b>REPORTING TO:</b>	Communications Manager
<b>DIRECT REPORTS:</b>	No Direct Reports

### **Main purpose of position**

The Media Officer's main purpose is to develop our reputation as the go-to spokespeople for childhood cancer. The role will position Children with Cancer UK as a leader in the field of funding childhood cancer research and childhood cancer welfare projects as well as demonstrating a case for support from the general public. The Media Officer will use the media to further these aims and increase our profile and reputation by generating regular, high-profile coverage for Children with Cancer UK.

### **Our Vision**

Our vision is of a world where no child dies of cancer.

Since we were inaugurated in 1988, we have been dedicated to fighting the injustice of cancer in children. We raise and invest money for vital specialist research to save the life of every child with cancer and keep their family together.

By liberating visionary researchers and accelerating breakthroughs we have helped to drive childhood cancer survival rates up from 63.7% in 1990 to a predicted 84%\* in 2017.

We also support families whose lives have been turned upside down by:

- helping to fund the building of free patient and family homes near hospitals around the UK;
- supporting charities offering financial assistance to families during treatment;
- giving children and families unforgettable days out – creating memories that can never be lost.

\* Survival rates are based on 5 year survival. The 84% figure for 2017 is an estimated figure by the Office of National Statistics, exact figures will be known in 2023

Children with Cancer UK (the Charity) is the leading national children's charity dedicated to the fight against childhood cancer. Our aims are to determine the causes, find cures, improve treatments and provide care for children with cancer.

### **Key priorities and relationships**

- To raise and maximise awareness of Children with Cancer UK's life-saving research programmes and welfare projects
- To increase the profile of Children with Cancer UK in the media

- Work with our PR agency to devise media strategies for communications and fundraising campaigns
- To ensure all PR communications are integrated with the rest of the communications from Children with Cancer UK

## **Duties and Key relationships**

### **Press**

- Work with all members of staff across the organisation and with key external stakeholders to identify media opportunities
- Build relationships and work closely with researchers we have funded and partner organisations to identify joint media opportunities
- Research, write and distribute press notices, media comments, features, blogs and letters to editors
- Proactively sell in stories to the media and with influencers
- Work with Children with Cancer UK's PR agency to devise media strategies for communications and fundraising campaigns
- Ensure all PR communications are integrated with the rest of the communications from Children with Cancer UK
- Arrange media interviews for representatives of the organisation
- Setup and establish and celebrity, influencer and high profile ambassador programme
- Maintain a detailed and GDPR compliant contact management system of all celebrity, influencer and ambassador contact details
- Prepare and brief Children with Cancer UK's spokespeople for media interviews

### **Communications**

- Contribute and input into the overall communications calendar to ensure it is up to date
- Work with the Communications Officer to maintain a library system for press cuttings
- Monitor cuttings and provide regular reports on the success of campaign

### **Digital**

- Work with digital influencers to extend the reach of our media stories
- Develop and produce content for the website and social media accounts
- Input into the digital communications calendar

### **Other**

- Contribute to the overall Communications function of Children with Cancer UK
- Carry out any other duties commensurate with the general level of responsibility of the post

## Personal Specification

Criteria	Essential	Desirable	How assessed
Skills / Abilities	<ul style="list-style-type: none"> <li>• Excellent written and communications skills</li> <li>• Excellent attention to detail, including the ability to proof-read and edit copy efficiently</li> <li>• Works well in a team and ability to build good relationships with other teams, external stakeholders and the media</li> <li>• Ability to prioritise own workload and multi-task</li> <li>• Ability to work effectively on own initiative with minimal supervision</li> </ul>		Application and interview
Qualifications, training and education	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> </ul>		Application
Experience	<ul style="list-style-type: none"> <li>• Experience of producing written copy for various formats</li> <li>• Experience of developing excellent relationships with the media</li> <li>• Experience of evaluating the success of campaigns</li> <li>• Experience of using CMS systems and working on social media platforms</li> </ul>		Application and interview
Other requirements			

This job description outlines the current main responsibilities of the post. However the duties of the post may change and develop over time and this job description may, therefore be amended in consultation with the post holder. To gain the knowledge and experience required, the post holder will be expected to remain in their current position following a successful probationary period for between 6-9 months.