



Children with Cancer UK  
Candidate Pack



Registered Charity Number: 298405  
Inaugurated by Diana, Princess of Wales  
Company limited by guarantee, Number: 4960054

## **Job description**

<b>Job title:</b>	PR and Media Manager
<b>Contract:</b>	Permanent
<b>Location:</b>	Hybrid – Office 3 days a week (21-27 Lamb's Conduit Street, London, WC1N 3NL), 2 days working remotely
<b>Reporting to:</b>	Head of Marketing and Communications
<b>Direct reports:</b>	Scientific Engagement and Stories Journalist
<b>Salary range:</b>	£40,000
<b>Closing date:</b>	<b>17<sup>th</sup> July 2026</b>

### **Role overview**

We're looking for an exceptional PR and Media Manager to play a pivotal role in shaping our public profile, strengthening our reputation and driving understanding among existing and potential supporters about the critical need for more child-appropriate cancer treatments.

You'll position Children with Cancer UK as a thought leader and trusted voice in childhood cancer research, policy and public debate. With your strong media contacts and strategic expertise, you'll secure sustained, high-quality coverage that elevates our mission and impact.

This is a high-profile role for a skilled communications professional who can operate confidently in a fast-moving environment, translate complex research into compelling stories, plus deliver media strategies that drive real engagement and action.

### **Children with Cancer UK**

Children with Cancer UK is a leading children's cancer charity dedicated to raising and investing funds into vital specialist research to save the lives of children with cancer. Our mission is to improve survival rates and the quality of survival in young cancer patients and to find ways to prevent cancer in the future. What began as a small memorial charity in 1988, has evolved into a major force raising more than £300 million and investing in over 200 research projects to help fight the injustice of cancer in children.

### **Main Responsibilities**

#### **Strategic PR and Media Leadership**

1. Lead the development and delivery of high-impact PR and media activity aligned with organisational priorities.
2. Position Children with Cancer UK as a trusted and authoritative voice across research, policy and public debate
3. Build and leverage strong relationships with journalists, broadcasters, influencers, VIPs and external advocates
4. Secure sustained, high-quality coverage across national, sector and digital media
5. Create engaging media stories that resonate with mass audiences and drive public understanding
6. Deputise for the Head of Marketing and Communications when required

## **Issues Management and Crisis Communications**

1. Lead on issues management, reactive media and crisis communications in sensitive or high-profile contexts
2. Provide rapid, strategic counsel to senior leadership during media-critical moments
3. Protect and enhance the charity's reputation through proactive and reactive communications

## **Collaboration and Impact**

1. Work closely with digital and engagement colleagues to align media, social and campaign activity
2. Collaborate with colleagues across the charity to ensure our media and public narrative supports research credibility, policy influence and public engagement
3. Use insight and performance data to strengthen impact and inform future strategy
4. Deliver high-quality media training for internal staff and board of trustees
5. Work closely with the Scientific Engagement Manager and Stories Journalist to develop powerful human-interest stories that bring the impact of childhood cancer to life
6. Craft compelling narratives that combine the emotional resonance of children's and families' experiences with the credibility of our research work

## **Integrated Campaign Leadership**

1. Design and deliver media strategies as a core pillar of integrated marketing campaigns, creating multiple touchpoints that drive coverage and campaign longevity
2. Orchestrate coordinated media moments across print, broadcast, digital and social channels to maximize campaign impact and maintain momentum
3. Work strategically with colleagues across Marketing, Digital, Fundraising and Special Events to ensure media activity amplifies and extends campaign reach at key moments
4. Create layered media plans that generate initial launch coverage, sustain interest through the campaign lifecycle and create ongoing news hooks

## **Team Management**

1. Line manages, support and develop the Scientific Engagement Manager and Stories Journalist
2. Set clear personal objectives and conduct regular one-to-ones, mentoring, coaching, probation reviews and annual appraisals
3. Help develop team skills and capabilities in story telling
4. Create an environment where ideas thrive and innovation flourishes
5. Drive continuous improvement and look for ways to optimise work within the team

## Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Demonstrable success in securing high-impact media coverage across national, broadcast and digital channels</li> <li>• Proven track record of building trusted relationships with journalists, influencers and senior stakeholders</li> <li>• Experience operating in high-profile, fast-moving or sensitive media environments and delivering tactically while maintaining strategic focus</li> <li>• Strong track record of developing and delivering media strategies within integrated marketing campaigns that drive sustained coverage and engagement</li> <li>• Background in leading PR and media strategies within a charity, healthcare or purpose-driven organisation</li> <li>• Experience managing and developing team members</li> <li>• Track record of securing broadcast opportunities (TV and radio) for spokespeople</li> <li>• Familiarity with media monitoring and evaluation tools</li> <li>• Experience crafting sensitive human-interest stories and supporting vulnerable contributors through the media process that drive coverage while maintaining sensitivity and dignity</li> <li>• Strong copywriting and editing skills, with the ability to translate complex research or policy issues into compelling stories</li> <li>• Creative approach to developing compelling multimedia packages and story angles</li> </ul>	<ul style="list-style-type: none"> <li>• Established media contacts across national news desks, broadcast media, health/science correspondents and specialist journalists</li> <li>• Experience in health, medical research or children's charity sectors</li> <li>• Knowledge of childhood cancer, medical research funding or healthcare policy</li> <li>• Experience working with high-profile ambassadors, celebrities or influencers</li> <li>• Understanding of parliamentary and policy media environments</li> </ul>

	<ul style="list-style-type: none"> <li>• Strategic mindset with excellent judgment and political sensitivity</li> <li>• Strategic understanding of how to create and sustain media momentum across campaign lifecycles</li> <li>• Outstanding relationship-building and influencing skills</li> <li>• Strong understanding of the media landscape and what drives coverage</li> <li>• Support leaders within the Marketing and Communications team in maintaining the team and directorate vision including leading by example and setting a positive culture</li> <li>• Ability to deputise for the Head of Marketing and Communications when required</li> <li>• Commitment to Children with Cancer UK's purpose and values including equality and social inclusion</li> </ul>	
<b>Skills &amp; Abilities</b>	<ul style="list-style-type: none"> <li>• Established media contacts across national news desks, broadcast media, health/science correspondents and specialist journalists</li> <li>• Experience in health, medical research or children's charity sectors</li> <li>• Knowledge of childhood cancer, medical research funding or healthcare policy</li> <li>• Experience working with high-profile ambassadors, celebrities or influencers</li> <li>• Understanding of parliamentary and policy media environments</li> </ul>	
<b>Other attributes</b>	<ul style="list-style-type: none"> <li>• Some evening and weekend work, will be required (time off in lieu will be given in accordance with Crisis' TOIL policy)</li> <li>• Occasional working away from London and spending nights away from home will be required. Time off in lieu will be given in accordance with Crisis' TOIL policy</li> </ul>	

Please note: If you don't match all our essential criteria but have other relevant experiences and skills, please do apply. We would love to hear from you.

### **Other information**

At Children with Cancer UK we value diversity, and we are committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. The statements are not intended to be construed as an exhaustive list of all duties, responsibilities and skills required for this position.

### **How to Apply**

We operate an anonymised shortlisting process in line with our commitment to equality, diversity, and inclusion. Please submit your CV and cover letter.

Applications should represent the candidate's own experience and perspective. While AI tools may be used for guidance, responses must reflect your personal experience and may be discussed in detail during the selection process.

If you require any reasonable adjustments during the application or interview process, please contact us at [hr@childrenwithcancer.org.uk](mailto:hr@childrenwithcancer.org.uk)

*You must be eligible to work in the UK to apply for this vacancy.*