



## We're looking for a Content and Communications Executive to join our team

**Salary:** £27,000

**Base:** Central Edinburgh

**Hours:** Full time and permanent. A working week of 35 hours where core working hours are 10am - 3pm, Monday to Friday, with a one-hour lunch break. A flexible working policy is offered. The office is open 7am – 7pm daily and we are currently testing hybrid working; all full-time, office-based staff are required to work at least two days per week in the Edinburgh office.

**Benefits:** 10% employer pension contribution; employee assistance programme, enhanced maternity/paternity pay, enhanced sick pay, 33 days' paid holiday annually, plus four public holidays as paid leave days over 25, 26 December and 1, 2 January; Cycle to Work and Travel Season ticket schemes available.

### Who are we?

Worldwide Cancer Research is a small charity with immense ambition – to end cancer by starting new cancer cures worldwide. We find and fund innovative ideas at the start of the cancer research journey all over the world. Starting the life-saving advances of the future by sowing the seeds of new discoveries today. Funding brand new ideas and supporting researchers who ask big, challenging, new questions about how cancer works and how we can control it.

For 40 years our scientists have explored brand new concepts and advanced our understanding of cancer – taking the first step in the research journey that provides new ways to prevent, diagnose and treat cancer. As a charity, we are committed to opportunity without barriers, and we are striving to seek, value and learn from different perspectives and experiences. We want Worldwide Cancer Research to be an inclusive organisation – where everyone can be themselves and feel valued.

We are determined that all applicants and employees receive equitable, fair treatment regardless of gender, sex, age, disability, religion, belief, sexual orientation, marital status or race. We have

pledged to 'Show the Salary' for the roles we advertise - because our team members are at the heart of everything, we do to start new cancer cures around the world.

We welcome applications from all communities to help build an inclusive team, as diverse as the scientific community we fund and the families whose lives we impact.

### About the Content and Communications Executive and why we need you

To help start more cancer cures and save lives, we are looking for Content and Communications Executive to fill a new role and play a crucial part in the planning, development and delivery of moving and motivational content across the charity's different channels.

Are you someone who knows what makes great content, who stays up to date with the latest social media trends and who gets a real buzz from brainstorming exciting ideas for reaching new audiences?

Would you like to join a growing, collaborative team to use your creative skills and aptitude for communicating, to inform and inspire the public to become Curestarters and fund new cancer cures?

We are looking for a hands-on, empathetic, and innovative storyteller who will help deliver on our ambitious plans for content that will raise awareness of our cause and drive donations.

This is an ideal opportunity for a recent graduate in marketing, communications or similar. Alternatively, if you have a strong commitment and enthusiasm for branding and content and are looking to gain experience in a fulfilling and creative role, we would really like you to apply.

You will make an impact every day at Worldwide Cancer Research.

### How to apply

- Please email your tailored **CV** (no more than two pages) with your **covering letter** outlining your suitability for this role to [recruitment@worldwidecancerresearch.org](mailto:recruitment@worldwidecancerresearch.org)
- **Closing date is Monday 5 December 2022, 12 noon**
- **Interviews will be held w/c 12 December 2022**
- Please note your covering letter will be key to the success of your application

- For administrative purposes, please tell us where you first saw this job advertised
- You will also find the full **job description and person specification** on [Worldwide Cancer Research careers](#)

### **Additional information**

Worldwide Cancer Research will hold application data on file for six months after the end of the relevant recruitment round, after which your data is deleted or destroyed. Please view our [Recruitment Privacy notice](#) .

**Post: Content and Communications Executive**

**Responsible to: Content and Communications Manager**

### **Key contacts/relationships:**

**External:** Agencies, Curestarters, Stakeholders, Suppliers

**Internal:** All Members of Team Worldwide

### **Purpose:**

To support the planning, development, and delivery of a range of publications, digital content, branded materials and social media content.

As a storyteller for Worldwide Cancer Research and with a fresh, creative, hands-on approach, to produce content that informs and inspires the public to become Curestarters and fund new cancer cures. Responsible for the first step in the exciting content creation process, to deliver moving and motivational stories through multiple formats, including powerful video production, across the charity's different platforms.

Working across all departments, to support the wider Brand and Communications Team deliver ambitious plans for content that reflect our brand identity, tone of voice, content themes and values.

### **Key responsibilities:**

- Plan and develop bold and creative content across the charity's different channels, including website, social media, and printed materials, to support the delivery of the Brand Strategy and position Worldwide Cancer Research as the charity that starts cancer cures.
- Stay up to date with the latest social media trends and generate innovative new content ideas when contributing to creative meetings with the Brand and Communications Team and partner agencies.
- Be an authentic and transparent voice of the charity and build genuine relationships with our Curestarters and the scientific community.
- Work directly with creative agencies and suppliers, in support of the Content and Communications Manager, to contribute to the effective management of projects.

### **Content delivery**

- Work closely with the Content and Communications Manager to deliver corporate communications and messaging including case studies, impact reports and annual reports.
- Be responsible for the day-to-day maintenance of content calendars to ensure collaboration with colleagues and partner agencies is timely and efficient.
- Support copywriting and production of communications, working closely with the wider Fundraising and Marketing Directorate and other key internal stakeholders.
- Ensure all content produced is on brand and consistent with our brand guidelines, quality, and tone of voice.
- Collaborate cross-team to ensure existing and new content is diverse, inclusive, and accessible in line with the charity's D&I commitment.

### **Content administration**

- Manage the image, video, and brand collateral folders to ensure files and documents are correctly labelled, organised, and accessible.
- Be responsible for logging and maintaining accurate records of stories shared by supporters, in compliance with data protection law, and our Information Governance policies and procedures for the storing of sensitive personal data.
- Be responsible for the external Stories inbox, including replying to supporter and supplier queries.

## Generic information for all roles

- The responsibilities described within the job description are not intended as exclusive or exhaustive. They are to highlight the major tasks and duties of the role and the post holder may be required to undertake other duties that are consistent with the overall purpose of the role.
- It is expected that every job description will be subject to a regular review. In addition, posts may be reviewed where there is a change in the requirements of the charity.
- Every member of staff is expected to be a role model to others within the charity and those they encounter in the course of their duties upholding the charity's values.

## Person specification:

Requirements	Essential	Desirable
<b>Educational attainment</b>		<p>Degree-level qualification, preferably in a relevant discipline, or equivalent experience in a similar role.</p> <p>Marketing or Communications degree or equivalent qualification.</p>
<b>Experience required</b>	<p>Creating content that engages an audience.</p> <p>Demonstrable proof reading and copy writing skills.</p> <p>Social media management and knowledge.</p> <p>Working to deadlines, organising calendars, and competing priorities.</p>	<p>Working across a broad range of marketing and communications disciplines.</p> <p>Working in a not-for-profit organisation.</p> <p>Website management and understanding.</p> <p>Working with sensitive data in line with information governance policies and data protection law.</p>

<b>IT experience</b>	Proficiency with Office365 applications and high levels of confidence with IT systems and platforms.	Proficiency with creative media applications and website content management systems.
<b>Skills and aptitudes required</b>	<p>Visible drive and enthusiasm for all things Brand.</p> <p>Extremely organised with the ability to develop work plans and a commitment to meet deadlines.</p> <p>High standards of verbal and written communication skills with an aptitude for attention to detail.</p> <p>A creative, progressive mind-set.</p> <p>Excellent interpersonal communication skills with ability to build effective working relationships with colleagues at all levels, internally and externally.</p> <p>Empathy, confidentiality, reliability, discretion, integrity.</p> <p>Alignment with our organisational values.</p>	A specialism or specialisms in creative media and content creation (i.e. photography, videography, copywriting, social media management, desk top publishing etc).
<b>Interests</b>	<p>Charity work.</p> <p>Professional learning and development.</p>	<p>Appreciation of discovery cancer research.</p> <p>Knowledge of Worldwide Cancer Research.</p>
<b>Other requirements</b>	<p>Willingness to understand the vision, mission, and strategy of Worldwide Cancer Research.</p> <p>Commitment to attend training courses to update knowledge and skills.</p> <p>Occasional travel throughout the UK if required for meetings/key events.</p>	