



We're looking for a **Stories and Media Manager to join our team**

**Salary:** Circa £40,000

**Base:** Central Edinburgh/hybrid

**Hours:** Full time and permanent. Working 35 hours a week over core working hours of 10am - 3pm, Monday to Friday, with a one-hour lunch break. The office is open 8am - 7pm daily and our hybrid working policy requires all full-time employees to work at least two days a week in the Edinburgh office.

**Benefits:** 10% employer pension contribution; private medical insurance; employee assistance programme and counselling service; enhanced maternity/paternity/adoption pay; enhanced sick pay; 31 days' paid holiday/year plus four paid winter public holidays; 2-weeks fully remote working/year; three paid carer days/year; death in service benefit; cycle to work and travel season ticket schemes.

To support the Team's work-life balance, we work a nine-day fortnight where the charity is closed every second Friday.

## About the role and why we need you

You will be part of a team dedicated to strengthening and maintaining the charity's position as a trusted source of information and a powerful, supportive voice for everyone living and affected by cancer.

You will be responsible for sourcing relatable human-interest stories about cancer, its treatment and research, and turning them into inspirational case studies which demonstrate our impact and enhance content across our owned and earned communication channels. You will be an effective, genuine and intuitive storyteller as well as an advocate for our mission.

Your ideas and expertise will drive awareness, engagement and conversion through high-profile PR and stories, in turn promoting the work of Worldwide Cancer Research.

The charity's values are at its heart and include curious, united and spirited; all of which you will readily demonstrate as you work with colleagues across the team, with our supporters, and influencers.

## Who are we?

At Worldwide Cancer Research, we start new cures. Cancer is still one of the leading causes of death worldwide, but cutting-edge science can give us hope. Discovery research seeks to uncover new knowledge

that could change the way we think about cancer. It reveals new ways to prevent, diagnose, and treat cancer that can save lives.

We actively seek unconventional and imaginative ideas from scientists at all stages of their career, across the globe. In some cases, we are the only organisation that will fund a scientist's idea. We take an unbiased approach to research funding by focusing on supporting only the best ideas for new cures. By having a diverse research portfolio, we increase our chances of finding breakthroughs.

Our vision is of a day when no life is cut short by cancer, and we believe we can achieve this by starting the life-saving advances of the future by sowing the seeds of discoveries. Anyone that helps bring forward breakthroughs – including our staff, our supporters, and the researchers we fund – is a Curestarter.

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 – as diverse as the scientific community we fund and the families whose lives we impact.

We are committed to ensuring that we provide equal opportunities to every applicant regardless of age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. We aim to ensure that our recruitment process is unbiased and that everyone is treated equitably. In support of this, we have pledged to 'Show the Salary' for our roles and we are registered as a Disability Confident Committed Employer – because our team members are at the heart of everything we do to start new cancer cures around the world.

To help start new cancer cures and save lives, we are looking for a Stories and Media Manager to join the Brand & Communications team at Worldwide Cancer Research, to help the charity run its multi-million-pound funding programme for discovery cancer research.

### How do I apply?

- **Please email your CV with your cover letter to:** [recruitment@worldwidecancerresearch.org](mailto:recruitment@worldwidecancerresearch.org) and tell us where you first saw this role advertised.
- You will find the full **job profile** and our **benefits** on [Worldwide Cancer Research careers](#)
- **Closing date is noon, 28 April 2025.**
- **Interviews will be held in person in Edinburgh on 12 May 2025-** we will contact all applicants as soon as possible after shortlisting for interview.
- We are a disability confident committed employer – please contact Paula Cahill, our HR Manager, if you have any questions about our recruitment process, accessibility and adjustments to support you: [paulac@worldwidecancerresearch.org](mailto:paulac@worldwidecancerresearch.org)



- Please note your cover letter will be key to the success of your application and applications without cover letters may not be considered.
- Please consider the use of AI in your application carefully, we would prefer original cover letters reflecting your individuality and suitability to the role.

### Additional information

#### Award

Worldwide Cancer Research is a team of around 50 and we run an annual Employee Engagement Survey; in 2024 we achieved a 93% positive response to 'I would recommend Worldwide Cancer Research as a good place to work'.



#### Privacy

We will hold your application data on file for six months after the end of the recruitment round, after which your data is deleted or destroyed. Please view our [Recruitment Privacy notice](#) . Thank you for your interest in our work.

### Post: Stories and Media Manager

**Responsible to:** Head of Brand and Communications

#### Key contacts/relationships:

Internal - all Team Worldwide

External - agencies, freelancers, ambassadors, partners, media contacts, supporters (known as Curestarters), stakeholders

#### Purpose:

To deliver compelling storytelling and outstanding communications to support the charity's brand awareness, fundraising and research activity.

As part of a team dedicated to strengthening and maintaining its position as a trusted source of information, to be a powerful, empathetic voice for everyone living with and affected by cancer.

To be responsible for sourcing relatable human-interest stories about cancer, its treatment and research, and turning them into inspirational case studies which demonstrate our impact and enhance content across our owned and earned communication channels.

To drive awareness, engagement and conversion through high-profile PR and stories, in turn promoting the work and ambition of Worldwide Cancer Research.

**Key responsibilities:**

- Develop and deliver an annual storytelling plan to support the overall strategic priorities of the organisation.
- Working collaboratively across Worldwide Cancer Research, create the most appropriate content assets to tell stories in copy and visual formats, via online and offline channels.
- Interview and write up new stories for use on owned and earned channels, with sole responsibility for the most sensitive stories.
- Build and maintain relationships with the individuals behind the personal stories to ensure they feel valued and understand how their stories are being used.
- Cultivate relationships with key reporters, influencers, and ambassadors to position Worldwide Cancer Research as the charity of choice.
- Maximise PR opportunities arising across the charity and help build the organisation's reputation nationally and globally.
- Work closely with internal teams and PR agency to identify and tell charity news stories, issuing press releases and thought leadership editorial.
- Manage media enquiries and provide comment from key staff as appropriate, escalating to Head of Brand and Communications where required.
- Coordinate with the Marketing & Fundraising team to ensure all communications activities are integrated and achieve maximum return on investment.
- Guide teams in telling real-life stories that support our key charitable activities including fundraising and research.
- Working closely with the Information Governance & Compliance Manager, ensure the implementation of consent, safeguarding and risk assessment processes for personal information within stories.
- Ensure all activity is compliant with relevant data protection legislation and in line with organisational information governance policies.
- Regularly evaluate the impact of cancer stories across all channels.
- Ensure website content is prepared in line with the audience and website strategy, using latest digital best practice, and regularly upskill in this area as required.
- Contribute to continuous website content improvement based on engagement findings.
- Align content with Search Engine Optimisation (SEO) strategy and ensures it sits in a tracked user journey.

**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.
- Attend regular team training as required.
- 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:**

<b>Requirements</b>	<b>Essential</b>	<b>Desirable</b>
<b>Educational attainment</b>	Relevant experience and/or related training.	PR, Marketing degree or equivalent qualification/experience.
<b>Experience</b>	<p>Working across a broad range of marketing and communication disciplines.</p> <p>Recognising and telling an impactful story, and helping others do the same.</p> <p>Creating engaging content and campaigns, requiring strong verbal and written communication.</p> <p>Digital communications.</p> <p>Project management, including overseeing PR agencies.</p> <p>Copywriting, including timely and effective press releases.</p> <p>Thinking strategically and translating concepts into effective action plans.</p>	<p>Previous career in journalism.</p> <p>Third sector.</p> <p>Understanding of the essentials for optimising digital content for SEO.</p>
<b>IT experience</b>	Highly computer literate and proficient in MS Office software.	
<b>Skills and aptitudes</b>	<p>Enthusiasm for and commitment to storytelling, brand and communications.</p> <p>Excellent organisational and planning skills with the ability to prioritise workload.</p> <p>A creative, progressive mind-set.</p> <p>Proactive and results driven.</p> <p>Excellent interpersonal skills within teams, with an aptitude for building effective working relationships at all levels, internally and externally.</p> <p>Natural communicator.</p> <p>Strong attention to detail.</p> <p>Professionalism, including discretion, integrity and reliability.</p>	

<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> <p>Third sector networking.</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>Commitment to diversity and inclusion.</p> <p>Willingness to demonstrate the charity's values.</p> <p>Occasional travel throughout the UK if required for meetings/key events.</p>	