

## Role Profile

### Details

**Job title:** Communication and Engagement Officer (24-month FTC)

**Salary:** c. £27,000 depending on experience

**Reporting to:** Head of Cancer Services

**Location:** Based at Sheffield Hallam University within the AWRC

**Line reports:** Two-line reports

### Overall purpose of the role

Yorkshire Cancer Research and the Advanced Wellbeing Research Centre at Sheffield Hallam University are embarking on an exciting, major programme to transform and improve the outcome of people recently diagnosed with cancer.

The exercise rehabilitation programme is funded by Yorkshire Cancer Research and will be delivered by a team of health care professionals and academics based at the Advanced Wellbeing Research Centre (AWRC) at Sheffield Hallam University. It will help people with cancer prepare for and recover from treatment quickly and maintain healthy lifestyles after their cancer diagnosis. The programme is designed to reduce the risk of cancer recurrence through physical activity following an initial diagnosis of cancer aiming for 45,000 to take part in dedicated programmes by 2025.

As Communication and Engagement Officer you will be responsible for facilitating the branding, marketing and engagement plans of the programme. This will support the patients' journey through the cancer pathway, contribute towards delivering the service objectives, increase awareness of the charity's work and ultimately help improve cancer survival rates in the region.

### Key responsibilities

#### Marketing, Communication and Engagement

- Develop the marketing and communications plan with the Programme Team to promote and support the delivery of the programme.
- Deliver the marketing and communications plan across all channels including digital, social media and website as well as developing programme materials, patient communications and internal communications.
- Co-ordinate the creation of programme content, including case studies, videos, blogs, photoshoots and press releases.
- Scope, identify and test patient engagement activities.
- Implement engagement and communication activities with patients in relation to the programme.

- Develop a protocol in consultation with Yorkshire Cancer Research and AWRC to support the development and co-design of consistent materials that positively leverage the programme brand.
- Manage the implementation, tracking and measurement of communication activity that announce, promote and support patients to engage in the programme.
- Identify and collate patient and stakeholder case studies to promote the programme and Yorkshire Cancer Research.
- Support media requests and work with other members of the team to develop press releases and deal with press enquiries about the programme.
- Support the communication and marketing team to develop and respond to PR opportunities to promote the programme.
- Prepare and present creative work to a range of stakeholders, as and when required, ensuring feedback is considered.

### Partnership Working

- Work in collaboration with key organisations, professional bodies, relevant institutions, and individuals as well as ensuring public and patient involvement to develop evidence-based cancer services. This includes:
  - Patients and service users.
  - NHS Commissioners (including CCGs), Trusts and Primary Care providers, National Screening Services, Public Health England and other providers of health care.
  - The relevant Cancer Alliances/Partnerships.
  - Local Authorities.
  - Community and voluntary organisations.
  - Universities and other research institutions and organisations.
  - Private sector service providers.
- Build and maintain close working relationships with the Sheffield Hallam Communications and Marketing teams to ensure the objectives of both organisations are met through the project's communications, PR and marketing outputs.

### Work as 'One Team' within Yorkshire Cancer Research

- Work across the organisation to ensure the charity is working as 'One Team'.
- Work in collaboration with the Communications and Marketing Teams and AWRC staff to ensure successful engagement with patients in the programme.

### Other duties

- Undertake other duties relevant to the purpose of the role as requested by the Head of Services.

### Qualifications

- Degree in a relevant subject area such as Marketing, or a CIM qualification, **or** substantial experience working in a relevant area such as communications or marketing in health-related services in the public, healthcare or third sector setting.
- Demonstrable evidence of continuing professional development.

## Knowledge and skills

- Highly motivated when working independently and as part of a team.
- Has a 'can do', pragmatic attitude with a strong personal drive to achieve.
- Demonstrates attention to detail, ensuring communications are well constructed and demonstrate exceptional literacy skills.
- Highly organised, can deliver multiple projects on time and budget even when working under pressure.
- Possesses creative flair with the ability to generate ideas and also problem solve.
- Knowledge and understanding of cancer services and public health as related to cancer is desirable but not essential.

## Experience

- Proven experience of working in Communication and Engagement at a similar level in a relevant environment such as healthcare or third sector settings.
- Broad communications and engagement experience.
- Experience of influencing and collaborating with a range of stakeholders to develop evidence-based services.
- Experience of using customer insight to inform marketing and communication plans to ensure successful engagement.
- Proven marketing and communications experience across all channels including digital, social media and websites as well as developing patient communications and internal communications.
- Experience of developing reports in line with KPIs.
- Experience of public health communications and marketing is desirable.

## Values and behaviours

- Passionate about the values of Yorkshire Cancer Research (see 'Our Values' included in this pack).
- A dedicated and respected team player creating effective working relationships with others.
- Comfortable with challenging and changing environments and demonstrates resilience.
- A relentless commitment to continuous improvement.
- A passion for excellence.

## Other requirements

- Full UK driving licence and ability to travel across Yorkshire region.
- Proof of your eligibility to work in the UK.
- Professional qualification check and DBS check (to be undertaken once role is offered and accepted).



## Our Values

Values	Behaviours to be demonstrated
<b>DELIVER IMPACT</b>	<p><b>Drive for results:</b></p> <p>Searches out target audience intelligence to inform decisions, taking time to understand target audience requirements and insights.</p> <p>Thinks analytically about Key Performance Indicators (KPIs) and how to achieve them.</p> <p>Appropriately delegates responsibility to team members to deliver against goals and KPIs and supports them to achieve their targets.</p>
	<p><b>Efficiency:</b></p> <p>Understands the availability of resources, making and following plans to leverage these for best effect.</p> <p>Sets timescales and pushes to make things happen quickly and efficiently.</p>
<b>HAVE INTEGRITY</b>	<p><b>Honesty and respect:</b></p> <p>Earns the trust and respect of line reports, colleagues and business contacts by being reliable and professional at all times.</p> <p>Represents Yorkshire Cancer Research values and behaviours through all contact with potential and existing suppliers.</p>
	<p><b>Courage and conviction:</b></p> <p>Is decisive in establishing clear priorities for self and team.</p> <p>Tough and resilient when dealing with change.</p>
<b>CHAMPION EXPERTISE</b>	<p><b>Continuous improvement and innovation:</b></p> <p>Uses data and facts – rather than anecdotes - to influence decision-making.</p> <p>Takes the initiative in identifying and embracing the opportunity for improvement and puts this firmly on the Yorkshire Cancer Research agenda.</p>

	<p><b>Governance / control:</b></p> <p>Contributes to the development of new processes and ways of working that address/meet relevant governance and control requirements.</p> <p>Follows the Charity’s ethical code of conduct and ensures suppliers do too.</p>
<p><b>ONE TEAM</b></p>	<p><b>Collaborative:</b></p> <p>Collaborates cross-functionally to facilitate high levels of organisational alignment.</p> <p>Develops and maintains a network of contacts outside and across Yorkshire Cancer Research.</p>
	<p><b>Leadership:</b></p> <p>Is a role model for Yorkshire Cancer Research values.</p> <p>Builds an effective, collaborative team.</p> <p>Provides clear, consistent messages about the direction of Yorkshire Cancer Research.</p> <p>Identifies and addresses team member’s development needs.</p> <p>Actively supports change.</p> <p>Encourages and allows people to take responsibility and exercise initiative.</p>