



Cancer Stories Officer Candidate Information

September 2022

The Institute of Cancer Research

About our organisation

We are one of the world's most influential cancer research institutes, with an outstanding record of achievement dating back more than 100 years. We are world leaders in identifying cancer genes, discovering cancer drugs and developing precision radiotherapy. Together with our hospital partner The Royal Marsden, we are rated in the top four centres for cancer research and treatment worldwide.

As well as being a world-class institute, we are a college of the University of London. We came top in the league table of university research quality compiled from the Research Excellence Framework (REF 2014).

We have charitable status and rely on support from partner organisations, charities, donors and the general public.

We have more than 1000 staff and postgraduate students across three sites – in Chelsea and Sutton.

Media Relations team – Communications and Policy directorate

The Media Relations team works with the media, and uses social media, to enhance the ICR's profile. The team generates press releases and places features about the ICR's research, policy work and fundraising activities. The Media Relations team is responsible for managing the ICR's reputation, and any risks to it, in the media and on social media.

The role of the Communications and Policy Directorate is to tell the ICR's story. The ICR is world-renowned for its outstanding cancer research – and it deserves communication to match. We believe that communicating effectively about the ICR's work can help us build on our successes – attracting donors and supporters, the best staff and students, commercial partners and collaborators.

Our mission
is to make the
discoveries that
defeat cancer.

Cancer Stories Officer

Candidate Information

Our values

The ICR has a highly skilled and committed workforce, with a wide variety of roles, each requiring different skills. But whether you work as a researcher, or work as part of our corporate team, your work and behaviour is underpinned by these six values. They are what bring us together as one team - as 'One ICR'.



Pursuing excellence

We aspire to excellence in everything we do, and aim to be leaders in our field.



Acting with Integrity

We promote an open and honest environment that gives credit and acknowledges mistakes, so that our actions stand up to scrutiny.



Valuing all our people

We value the contribution of all our people, help them reach their full potential, and treat everyone with kindness and respect.



Working together

We collaborate with colleagues and partners to bring together different skills, resources and perspectives.



Leading innovation

We do things differently in ways that no one else has done before, and share the expertise and learning we gain.



Making a difference

We all play our part, doing a little bit more, a little bit better, to help improve the lives of people with cancer.



Our values set out how each of us at the ICR, works together to meet our mission – to make the discoveries that defeat cancer.

They summarise our desired behaviours, attitudes and culture – how we value one another and how we take pride in the work we do, to deliver impact for people with cancer and their loved ones.”

Professor Kristian Helin
Chief Executive

Cancer Stories Officer

Candidate Information

Job description

Department / division: Communications and Policy

Pay grade / staff group: Professional Services Grade 4

Hours / duration: Part-time (21 hours per week) job share,
Three days per week, specific days to be confirmed
One year fixed-term contract.

Reports to: Fundraising Communications Manager

Main purpose of the job: The Cancer Stories Officer will work part-time as a job share alongside the existing Cancer Stories Officer and help to deliver the ICR's communications and fundraising strategies. Improving the outlook for cancer patients is at the heart of the ICR's work, and the Cancer Stories Officer will help to communicate this by telling the stories of people who benefit from our research, as well as those of our supporters, donors and researchers.

This diverse role will involve building and maintaining a bank of communication volunteers, and generating content related to their stories in order to promote the ICR's fundraising and policy activities.

The post holder will produce people-centred communications designed to generate media coverage or to be published directly on our own online and print communication channels. The post holder will also create video centred around volunteer stories for use on the ICR's website and on social media.

A key part of the role will be building relationships with cancer patients, their families, and the organisations that support them.

The role will be based in the ICR's Chelsea office, with the opportunity to work flexibly from home for one or two days a week.

Cancer Stories Officer

Candidate Information

Duties and responsibilities:

Cancer stories

Build relationships with individuals and organisations – including the ICR’s own fundraising team and research funding partners – in order to improve the ICR’s access to personal stories related to our research and to identify people with experience of cancer who want to share their story.

Work collaboratively with people who want to share their story, and ensure they are supported throughout the process.

Work closely with the ICR’s Development Office to ensure our existing database is updated as appropriate with personal information, and to ensure appropriate systems and controls are in place for the access and use of personal stories.

Write press releases and pitches that use personal stories to communicate the impact of the ICR’s research and generate media coverage in target outlets.

Working with the existing Cancer Stories Officer, help with the establishment of the ICR’s first patient advocacy group, to ensure that patient voices are incorporated into all aspects of the ICR’s work.

Working with the Fundraising Communications Manager, generate personal stories content that supports the Development Office’s fundraising activities – including online profiles, blog posts and features, features for fundraising publications, and internal content.

Create content in support of fundraising activities that adopts a style and tone that is consistent with the objectives of the ICR’s Development Office.

Create video content that features our communications volunteers, and showcases their stories, in order to highlight the value and impact of our research.

Build links with freelance journalists and other feature writers.

Contribute to the content generation of the wider Communications and Policy directorate e.g. by drafting blogs, producing video and creating infographics.

Some out of hours work, including evenings and weekends, may be required.

General

All staff must ensure that they familiarise themselves with and adhere to any ICR policies that are relevant to their work and that all personal and sensitive personal data is treated with the utmost confidentiality and in line with the General Data Protection Regulations

Any other duties that are consistent with the nature and grade of the post that may be required.

To work in accordance with the ICR’s Values.

To promote a safe, healthy and fair environment for people to work, where bullying and harassment will not be tolerated.

Cancer Stories Officer

Candidate Information

Person specification

Education and Knowledge

Degree	Essential
Science degree	Desirable
Higher degree in journalism or communications or equivalent	Desirable

Skills

Excellent interpersonal skills – demonstrate ability to build effective and productive relationships	Essential
Proven ability to identify, craft and communicate engaging stories	Essential
Excellent written and verbal communication skills	Essential
Proven ability to organise and prioritise workload and to meet tight deadlines under pressure	Essential
Ability to work collaboratively as part of a team	Essential
Ability to interact with people at all levels across an organisation and to build effective working relationships	Essential
Proven organisational skills	Essential
Demonstrable ability to quickly grasp new areas of scientific research	Highly desirable
Analytical skills	Desirable
Strong IT skills	Desirable

Experience

Experience writing features and profiles	Essential
Writing for the web	Essential
Press office or journalism experience	Highly desirable
Experience working in or with a charity fundraising team	Highly desirable
Experience managing information in databases and maintaining appropriate governance	Highly desirable
Video filming and editing	Highly desirable
Science communication experience	Desirable

Cancer Stories Officer

Candidate Information

Benefits

We offer a fantastic working environment, great opportunities for career development and the chance to make a real difference to defeat cancer. We aim to recruit and develop the best – the most outstanding scientists and clinicians, and the most talented professional and administrative staff.

The annual leave entitlement for full time employees is 28 days per annum on joining. This will increase by a further day after two years' and five years' service.

Staff membership to the Universities Superannuation Scheme (USS) is available. The USS is a defined benefit scheme and provides a highly competitive pension scheme with robust benefits. The rate of contributions is determined by USS and details of the costs and benefits of this scheme can be found on their website. If staff are transferring from the NHS, they can opt to remain members of the NHS Pension Scheme.

We offer a range of family friendly benefits such as flexible working, a parents' group, and a maternity mentoring scheme. Other great benefits include interest free loans for discounted season tickets for travel and bicycle purchases, access to the NHS discounts website, a free and confidential Employee Assistance Programme which offers a range of well-being, financial and legal advice services, two staff restaurants, and access to a gym and sporting facilities at our Sutton site.

Further information

Applications will only be accepted through the ICR recruitment website. When applying, together with your CV, please attach a covering letter detailing why you are applying for this post and addressing how you meet the criteria set out in the person specification. Applications without a supporting statement or covering letter will not be considered.

You may contact Ben Kolbington for further information by emailing ben.kolbington@icr.ac.uk. Please note, this email address is for enquiries only and not for applications.

This job description is a reflection of the current position and is subject to review and alteration in detail and emphasis in the light of future changes or development.