



Celebrity Ambassador Manager (0.5 FTE) Candidate Information

August 2026

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 member institution of the University of London.

We came second in the league table of university research quality compiled from the Research Excellence Framework (REF 2021). We have charitable status and rely on support from partner organisations, charities, donors and the general public. We have more than 1,000 staff and postgraduate students across two campuses – in Chelsea and Sutton.

About the Development and Communications directorate

The Development and Communications directorate tells the ICR's story and focuses on income generation. 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.

About the role

The Celebrity Ambassador Manager is responsible for recruiting and stewarding celebrities and influencers as ambassadors for the ICR to support our fundraising, communications and advocacy work.

Our mission
is to make the
discoveries that
defeat cancer.

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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

Celebrity Ambassador Manager (0.5 FTE)

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Job description

Directorate:	Development and Communications
Pay grade / staff group:	Professional Services Grade 3
Hours / duration:	Part-time (17.5 hours per week)
Reports to:	Head of Fundraising Communications and Engagement
Main purpose of the job:	The Celebrity Ambassador Manager is responsible for recruiting and stewarding celebrities and influencers as ambassadors for the ICR to support our fundraising, communications and advocacy work. The postholder will develop the ICR’s ambassador strategy. They will implement this strategy in line with the ICR’s wider Development and Communications strategy – particularly in relation to brand awareness and fundraising. The Celebrity Ambassador Manager will work across our fundraising teams, in conjunction with communications colleagues, to support philanthropic, corporate and mass fundraising. They will work to build high-profile support for the ICR. They will liaise directly with celebrities and influencers, and their teams, to negotiate appropriate terms for their involvement and the degree of their support. The Celebrity Ambassador Manager will be the lead advisor on all work with high-profile individuals and act as a gatekeeper to ensure appropriate processes are followed, including full briefings for the celebrity or influencer.

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Duties and responsibilities

Develop the ICR's ambassador strategy, working with colleagues across Development and Communications, and implement it in line with the wider directorate strategy.
Identify and recruit potential high-profile ambassadors to support the ICR's mission – particularly around fundraising, brand awareness and advocacy.
Steward and nurture ambassadors to ensure they retain support for the ICR over an extended period of time – keeping them engaged in the ICR's research and demonstrating the impact of their support.
Develop appropriate and secure processes for storing ambassador information, and ensure correct systems and controls are in place for the access and use of this information.
Be the lead advisor on all work with high-profile individuals and act as a gatekeeper to ensure appropriate processes are followed.
Work with the Fundraising Campaigns and Individual Giving team to provide high-profile support for mass fundraising.
Work with the Philanthropy team to provide high-profile support for special events, such as our annual Carols from Chelsea service, and philanthropic campaigns.
Work with the Corporate Partnerships team to provide high-profile support for corporate partnership opportunities.
Actively identify opportunities to work with fundraising colleagues who could benefit from celebrity or influencer support.
Work with the Advocacy team on opportunities to provide high-profile support for the ICR's policy and public affairs activity.
Work with others in the Fundraising Communications and Engagement team and media relations colleagues to secure media coverage around ambassadors in support of the ICR.
Generate content involving high-profile supporters, working with the wider Communications team and external videographers and photographers, for the ICR's communications channels.
Work with social media colleagues to maximise the benefits of high-profile support through appropriate social media channels.
Liaise directly with celebrities and influencers, and their teams, to negotiate appropriate terms for their involvement and the degree of their support.
Act to reduce the likelihood of reputational risk relating to high-profile support by researching prospects and monitoring current ambassadors' public profiles, working with social media and Prospect Development and Research colleagues.
Ensure all celebrities and influencers representing the ICR are fully briefed on the ICR's strategic objectives and any appropriate key messages.
Willingness to work occasional unsociable hours.

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General

A passionate belief in our mission and a genuine interest in and willingness to engage with the ICR’s scientific research.
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.
This job description is a reflection of the present position and is subject to review and alteration in detail and emphasis in the light of future changes or development.

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Person specification

Education and Knowledge

Degree or equivalent experience	Essential
Professional qualification in PR (e.g. from CIPR)	Desirable

Skills

Excellent written and verbal communication skills	Essential
Ability to work with a high level of accuracy	Essential
Well-developed planning, project management and organisational skills	Essential
Ability to work under pressure to meet deadlines	Essential
Ability to manage and prioritise workload	Essential
Ability to work in a team and across teams, managing multiple stakeholders simultaneously	Essential
Highly developed people management and negotiation skills	Essential

Experience

Strong track record of establishing and successfully managing relationships with celebrities, influencers, agents, and other high-profile individuals	Essential
Experience of developing and implementing strategic plans	Essential
Experience of networking and building relationships with high-profile people and their teams	Essential
Experience of working in the not-for-profit sector	Highly desirable
Experience of using social media to build and maximise relationships with celebrities and influencers	Highly desirable
Experience in copywriting or writing press releases, or in journalism	Highly desirable
Established networks within the media for securing coverage around celebrity supporters	Highly desirable
Experience managing information in databases and maintaining appropriate governance	Desirable
Experience of producing and editing video and audio content	Desirable

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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 2 years' and 5 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

You may contact Nafisa Sayani-Bromley, Head of Fundraising Communications and Engagement, for further information by emailing nafisa.sayani-bromley@icr.ac.uk.

Applications will only be accepted through the ICR's recruitment website. When applying, together with your CV, please include 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.

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