



CANCER
RESEARCH
UK



Executive Director
Policy, Information &
Communications



Starfish

Welcome

I'm delighted you're considering joining us at Cancer Research UK. We hope this pack will help you understand a little bit more about what it's like to work here and the impact you can have.

As the largest independent cancer research charity globally, at Cancer Research UK we're a collective force, tackling cancer on all fronts to save lives. We fund pioneering research, we provide reliable and accessible information, we influence policy and we encourage positive behaviour change. Each day, we're making a difference to people's lives.



The Covid-19 crisis has had a profound impact on Cancer Research UK, as it has on many other institutions and aspects of our lives. Our income has been dramatically reduced, our research programmes have been disrupted, and at the same time, demand for our services, for advice and information continues to rise. In response, we have taken a number of measures to address this including developing a new three-year corporate plan as we work towards long-term recovery. The pandemic has made the pace of change faster, and the response to it must accelerate to set the organisation up for future success.

This is a pivotal time to be joining us and this role offers enormous scope for delivering impact across a broad brief. As our Executive Director of Policy, Information & Communications, you and your senior team will be responsible for all aspects of communications internally and externally and you will champion, deliver and adapt the corporate plan to ensure that the findings of cancer research are maximised. You will leverage Cancer Research UK's expertise and influence to help the UK raise the national average survival rate from its current lagging position to that of one of the best countries in the world. Now more than ever we need to work rapidly to influence the public, patients, health professionals and policy makers to accelerate the policies and interventions that will beat cancer sooner.

This is a challenging and exciting brief leading a team of around 300 people and a budget of £20m. Working closely with me, our Council of Trustees and other Executive Board members, you will be instrumental in shaping and delivering the overall Cancer Research UK transformation agenda through which we seek to grow our impact. An experienced strategic leader, you will already have worked within a large, complex organisation and bring experience of policy, evidence and information in a healthcare environment. Your strong track record of influencing policy and driving change will be critically important here as will evidence of your ability to deliver innovation and a step change in thinking. You will be excited by what's possible and your experience of building and developing high performing teams to truly make a difference in the world will be invaluable.

Cancer Research UK is an inspirational place to work, the pride and passion of its people is second to none. You will be joining a dedicated and committed team of people. We are a truly inclusive employer and are looking for people who understand our context, bring the skills and experience we are looking for and are driven by a desire to change the cancer landscape. You may currently be working in the charity sector, government, the NHS or the commercial sector. Wherever you are, if this excites you and you share our ambition, our vision and have the experience we are seeking, we'd love to hear from you.

Michelle Mitchell
Chief Executive Officer

About Cancer Research UK

Cancer Research UK is the world's leading independent charity dedicated to cancer research. We carry out scientific research to help prevent, diagnose and treat cancer and we have discovered new ways to beat cancer that together have saved hundreds of thousands of lives across the world.

Today 2 in 4 people survive cancer thanks to our world class research. But we won't stop there. Our aim is to continue progressing so that we can say in 20 years' time 3 in 4 people survive.

To learn more about our strategy to bring forward the day when all cancers are cured, [click here](#).

Each and every one of our employees contributes to our progress, so whatever team you join, you'll have a part to play. To achieve our goals, we believe our three beliefs should shape everything we do:



We're looking for people who can work collaboratively across the organisation, show their personal courage, and focus on what matters to enable us to get to where we want to be.

While you're with us, every ounce of effort you put in will be supporting our work to stop cancer in its tracks. You'll be supported every step of the way and will be given all kinds of opportunities to make sure your career steps are giant ones and the right ones for you.

Our comprehensive learning and development offer includes an engaging induction when you start, resources to help you build your core business skills when you need them, bite-sized workshops, and much more. The learning and development offer is designed to give you the tools you need to take ownership of your development, build your expertise in your area of responsibility and to work effectively with others.

Role Description

Executive Director of Policy, Information & Communications (ED PI&C), member of Executive Board (EB) of Cancer Research UK (CRUK) reporting to the CEO. Team of circa 300 and budget of circa £20M

Background to the Role:

- Cancer Research UK (CRUK) is the world's leading cancer charity dedicated to saving lives through research having been at the heart of the progress that has already seen cancer survival in the UK double in the last 40 years.
- Our ambition is to accelerate progress so that by 2034, 3 in 4 people will survive their cancer for at least 10 years, our pioneering work into the prevention, diagnosis and treatment of cancer has helped save millions of lives.
- CRUK is an inspirational place to work, the pride and passion of its people is second to none. CRUK is the largest independent fundraiser in the sector and the largest independent cancer research charity globally.
- CRUK is the number one charity brand in terms of favourability and audience reach with instantly recognisable brand credentials. CRUK provides sector leading information and communication through its About Cancer website reaching approximately 23 million per annum of people who have concerns about cancer.
- CRUK receives no funding from the UK government for its life-saving research. Every step it makes towards beating cancer relies on vital donations. We support research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses. Together with its partners and supporters, Cancer Research UK's vision is to bring forward the day when all cancers are cured.
- CRUK raises over £500M per annum through a well-established portfolio of fundraising products and trading. We are headquartered in Stratford London. CRUK employs over 4000 people across fundraising, retail trading Research & Innovation, Policy, Information & Communications and support functions. We are also proud to have over 20,000 volunteers who are critical to supporting all that we do.
- In recent times CRUK's income has been significantly impacted by the Covid 19 pandemic requiring us to address both our research/core purpose investments as well as operating costs. We have established a new Corporate Plan and have implemented a robust recovery plan to help address our financial health.
- The role of the PI&C EB Director will be to champion, deliver and adapt the CRUK Corporate Plan (in response to dynamic external factors) to both differentiate CRUK in an increasingly crowded and competitive field and to ensure that the findings of cancer research are maximised to influence the public, patients, health professionals and policy makers to accelerate the policies and interventions that will beat cancer sooner.
- The ED PI&C will be instrumental alongside other Executive Board members in shaping and delivering the overall CRUK transformation agenda through which we seek to grow our impact through the three key pillars of our purpose, develop a stronger fundraising and financial base, equipped for the future and better exploit our world class UK science base to strengthen our global leadership role on research.
- The ED PI&C and their leadership team will be responsible for all aspects of communications internally and externally, cancer intelligence evidence and clinical engagement, information services, patient involvement, community engagement, government and public affairs (UK, EU and Global).
- The role will help shape and drive the organisation wider corporate strategy with a broad influence and involvement across the charity.
- The ED PI&C will work closely with the CEO and the Executive Board members – Executive Director Research and Innovation, Chief Operating Officer, Executive Director for Fundraising and Marketing and Executive Director for Strategy and Transformation as well as our Director of Philanthropy.
- The ED PI&C will work closely with the Council of Trustees in relation to all matters under their accountability as well as the broader organisation narrative.

Key Responsibilities

- Be an active member of the Executive Board (EB) – contributing to all areas of the charity’s leadership and strategic development.
- Lead the PI&C directorate, ensuring the delivery of our bold new Corporate Plan as it relates to influencing information and communications, in particular making a key contribution to our future influencing approach and how we are seen as a science funder, the positioning of the CRUK brand and delivery of our digital engagement ambitions.
- Develop and embed a high performing culture and leadership team which drives sharp focus and impactful delivery around departmental agendas, the PI&C agenda and the charity’s agenda as a whole.
- Drive the effective delivery of the P&I strategy through effective departmental strategies and operating plans:
 - **Early Diagnosis** - support the provision of influential early diagnosis insights so that the departments of health in all 4 nations, the research community, the GP community and other health services raise their performance in diagnosing cancer sooner.
 - **Prevention** - continue the focus on tobacco control and obesity while building the strategy, capability, influence and impact around other areas of prevention.
 - **Public and Patient Engagement** – raise and deepen CRUK’s engagement, the quality of its research and the breadth of its supporter base by enhancing our information – including via implementation of a new information strategy- and empowering patients and their loved ones through providing more opportunities for involvement in clinical trials, public campaigning and funding selection activities.
 - **Policy, Public Affairs and Press** – further develop our comprehensive set of evidence-based policy positions on key areas for the charity which are in line with emerging knowledge, political realities and public opinion. Oversee development of a set of public affairs and campaigning strategies to deliver desired policy shifts. Build a press profile and impact that creates and leads the cancer agenda and puts CRUK at the heart of it.
- Ensure the directorate is a recognised centre of excellence for information and intelligence on cancer both internally and externally, and use the insights from the evidence to feed-back key research questions to influence CRUK’s research funding, especially around prevention and early diagnosis.
- Enhance CRUK’s role as a health information service provider through diverse channels such as a comprehensive and powerful social & digital presence, CRUK services (e.g. Cancer Chat, Nurse Helpline), external organisations (e.g. smoking cessation services), our own public facing assets (including F&M shops and events) and our growing presence in clinical locations.
- Use CRUK’s expertise and influence to help the UK raise the national average survival rate from its current lagging position to that of one of the best countries in the world.
- Engage policy makers, key opinion leaders and leaders within the health service and science and research community with CRUK’s policies and effecting appropriate legislative, regulatory and policy change to deliver CRUK’s objectives.
- Build and maintain strong high-level external relationships including parliamentarians, civil servants and other key stakeholders within Westminster and the devolved assemblies, the European Union, key researchers and other organisations at both a local and regional level. Position Cancer Research UK a dominant voice and influencer through progressive, bold and targeted advocacy and public campaigning.
- Develop and embed a strong talent management and succession mind-set and practice across the directorate to upskill leadership around the identification and nurturing of talent and to ensure the sustainability and performance of the current employee base.
- Build strong relationships with and work closely with other parts of CRUK, to enhance the delivery of respective agendas but also identify opportunities to join forces to increase the impact in common areas of focus.
- Embody and promote the beliefs and personality of the brand.
- Manage the resources of the directorate efficiently, including budget management.

Person Specification

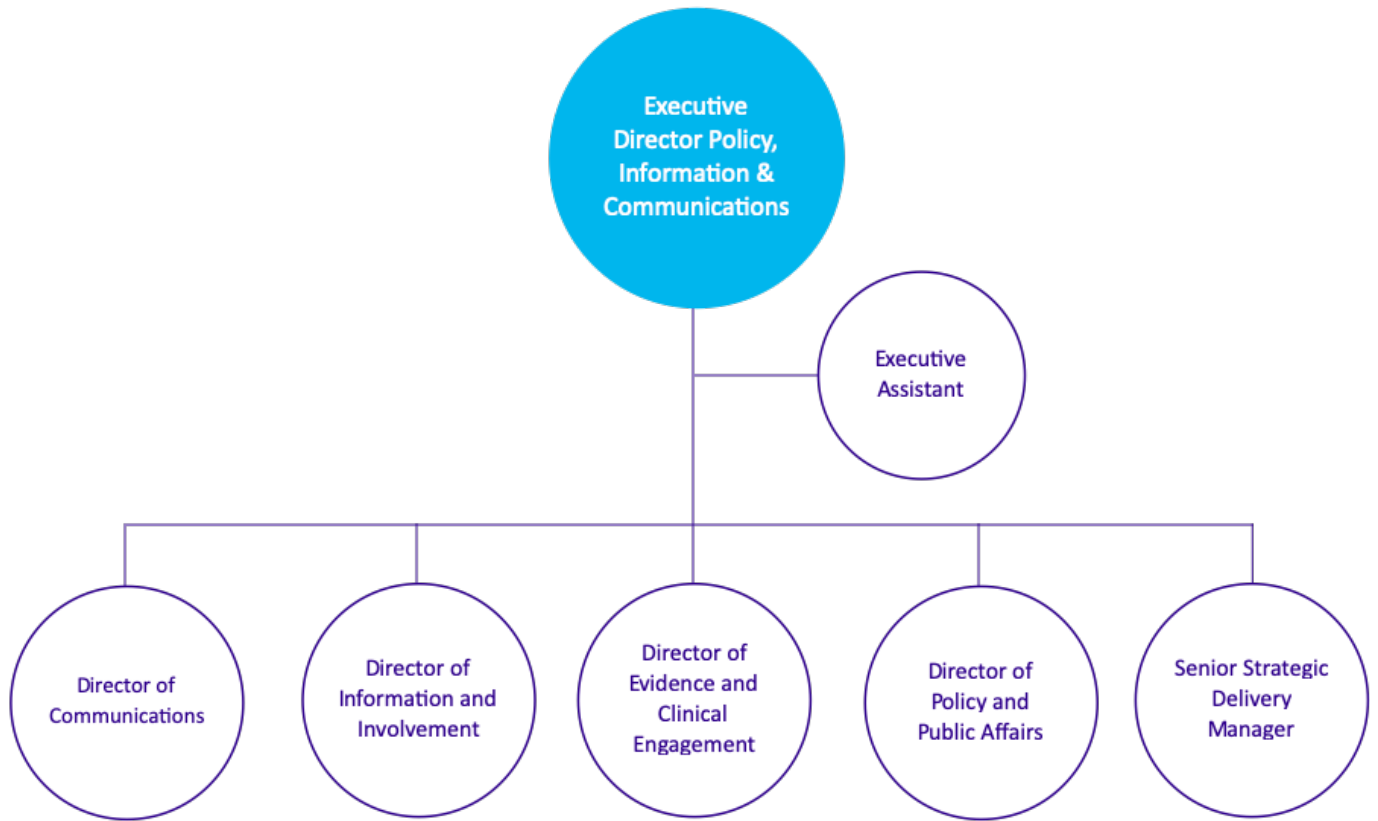
Key Behaviours and Competencies:

- Displays leadership and creates a vision which underpins the Charity's strategic objectives.
- Able to differentiate the relative standards/resources required for delivery in various areas of expertise – gold, silver, bronze etc.
- Role models excellent behaviours and sets stretching goals to drive performance in the leadership team and broader organisation.
- Creates, builds on and implements innovative ideas, finding creative ways to mitigate barriers. Has a strong external view informed by current market trends and developments.
- Forward thinking with a strategic view that looks to create sustainable and scalable strategies.
- Applies strong interpersonal and collaboration skills to build relationships and influence stakeholders internally and externally.
- Creates valuable networks within the sector and leverages these to capitalise on latest insights, practices etc.
- Has a passion for people and proactively nurtures talent, builds capability and ensures robust succession.
- Leads others to formulate solutions to complex problems.
- Demonstrates a flexible and adaptable approach to managing change and ambiguity.
- Has presence and gravitas to be impactful at all levels and especially with Executive Board and Council .
- Demonstrates exceptional self-awareness and able to appropriately challenge colleagues to facilitate optimal business outcomes.

Key Experience, Knowledge and Skills:

- Educated to degree level or equivalent experience. A science/ medical background would be an advantage.
- Knowledge and understanding of health issues, NHS structure and workings of Westminster and the devolved nations.
- Prior knowledge of cancer would be an advantage. Ability to get on top of cancer content quickly is essential.
- Knowledge of the charity, health, medical and research sectors.
- Appreciation of the issues/challenges facing the largest charity in the UK.
- Leadership within a large, complex organisation.
- Substantial experience of policy, evidence and information in a healthcare environment, which could be either commercial, public sector or charity experience. Experience of working in the NHS would be an advantage.
- Track record of effective influencing externally with evidence of driving through change in the wider system.
- Considerable track record of strategy development, delivering innovative and step change thinking.
- A strong track record of implementation, both driving through major change and continuous business improvements.
- Experience of building and leading high calibre teams, including cross functional and cross organisational teams.
- Experience of programme management would be an advantage.
- Successful management of significant financial resources, preferably with P+L responsibility.
- Proven success of achieving excellence in teams, who are highly respected for their results, expertise and energy.
- Experience of working as part of a Senior leadership team and working closely with a governance board – council of trustees or corporate board etc.
- Experience leading large, multi-disciplined teams and large operational budget.

Team Structure



Equality, Diversity, & Inclusion at CRUK



Our strategy includes recruitment training & engagement evidence, and measurement & policy changes.

Creating an inclusive and diverse workplace where equality of opportunity is embedded in everything that we do and that encourages and supports everyone to reach their potential is hugely important to us.

Many of the challenges we face have origins within wider society, but we are making commitments to take positive action where we can make a difference.

We recognise there is much to do to realise our ambition of becoming more diverse and inclusive organisation, and we are fully committed to achieving this objective, making sustainable, positive improvements.

"Our people are undoubtedly one of Cancer Research UK's biggest assets. Delivering on our equality, diversity, and inclusion strategy will enable us to better attract the very best talent, and have the strongest team to beat cancer together" - Michelle Mitchell, CEO

Our commitment to EDI will allow us to represent our supporters and the communities we work in.

EDI will support our performance. By reaching out to a wider group of individuals we will be able to drive further creativity and challenge existing norms.

Our staff networks support the organisation to recognise the diversity of our staff and help us create a positive and inclusive culture.

Our current networks include:

- Age positive
- Ethnic minority
- Health and Disability
- Multi-faith
- Pride
- Women's
- Working Parents and Carers

If you'd like to know more about EDI strategy, contact us.

What we can offer you

Pay

The salary for this role is circa £150,000 on a full-time permanent basis.

Our pay system is designed to attract and retain the most talented and dedicated employees. We aim to be competitive in the market whilst ensuring we are affordable to the charity keeping our research and supporters front of mind.

We review pay annually which aims to recognise individual performance and achievements.

Location

In late 2019, we moved our Head Office to 2 Redman Place, Stratford. With views over the Olympic Park, we are only a 10-minute walk from Stratford station (on the Jubilee and Central tube lines as well as the Overground, DLR and TfL Rail), and 7-minutes' walk from Stratford International station. We also have an office in Oxford, as well as people working nationwide in our shops, and scientists in laboratories across the United Kingdom.

Annual Leave

We have a generous annual leave entitlement of 30 days a year for positions at this level.

Local Benefits

CRUK staff enjoy great benefits in and around Islington with deals at over 25 shops, bars and restaurants nearby.

Health and Wellbeing

We offer discounted access to Benenden health as well as occupational health and mental wellbeing support, online health assessment tools and discounted onsite osteopath and massage services. Our confidential employee assistance programme is available to all to provide support for any concerns in your work or personal life. In addition, we have a range of sports and societies on offer, to support employees toward a healthy work/life balance.

Work-Life Balance

We value a healthy work-life balance with a range of sport and societies to support this.

Flexible Working

We encourage Flexible Working from Home-working, part-time and flexi-hours.

Pension

Our Retirement Plan offers all employees a flexible way to build a pension fund, no matter which stage of your career you're at. You'll be given choice, control, financial benefits and valuable protection benefits. It is a defined contribution plan, which means contributions paid into the plan by you and by Cancer Research UK are invested in the funds you choose—you can have as little or as much control over this as you want.

Learning & Development

CRUK offers a wide range of careers and personal development opportunities, including induction, core business skills, leadership and management development, talent programmes, accelerated progression opportunities for those with leadership potential, secondments and much more

Supporting our employees through cancer

We partner with an organisation called Working with Cancer, to provide support to those returning to work following a cancer diagnosis. Working with Cancer offers counselling services and advice to employees with cancer about returning to work, or remaining in work, at any stage during or after cancer treatment. The service also provides support to managers to help them understand the best way in which they can help their team members.

...and Much More

Discounts and Savings, Cycle2Work, Season Ticket Loans, Advice Services, Life Assurance and more.



How to Apply

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Katy.Giddens@starfishsearch.com and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/jobs/CRUK-executive-director-policy-comms/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement that sets out why you think this role is the right move for you and how you meet the Experience, Knowledge and Skills criteria.

Closing date

Monday 26th October 2020

Preliminary interviews with Starfish Search

w/c 9th November 2020

Interviews with CRUK

Late November through to early December 2020





CANCER
RESEARCH
UK