



CANCER
RESEARCH
UK



Director of Strategic
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.

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.

In the Policy, Information & Communications directorate, we influence and empower patients, people, healthcare professionals and key opinion leaders to prevent more cancers, diagnose the disease earlier and help patients access the best treatments. Everything we do is informed by the latest research – ensuring that our information is evidence-based yet tailored to the different audiences we reach.

Across the UK we fund more than 4,000 scientists, doctors and nurses based in hospitals, universities and specialist research institutes. Our researchers are dedicated to improving our understanding of cancer and investigating how best to prevent, diagnose and treat different forms of the disease. They have made great strides, including contributing to most of the world's top cancer drugs. We want to see more CRUK-funded science making its way towards the clinic more rapidly, we want to realise a broader set of opportunities to beat cancer – not just through therapeutics - but diagnostics, risk assessment tools, new technologies, new behavioural interventions, new public policies and so on.

We are bringing forward the day when all cancers are cured. Our ground-breaking work into the prevention, diagnosis and treatment of cancer has seen survival rates double in the last 40 years. Our ambition is to accelerate progress and see 3 in 4 people surviving cancer within the next 20 years.

If you share our vision, and are a talented, ambitious individual, we'd love you to get in touch.

Ian Walker,
Executive Director of Policy, Information and Communications

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

Role Title:	Director of Strategic Communications
Grade:	M4
Reports to:	Executive Director, Policy, Information & Communications (PI&C)
Direct Reports:	Head of News; Head of Corporate Communications; Head of Regional Media Relations; Head of Social Media; Communications Strategy Lead; Head of Strategic Evidence

Role Summary and background:

Shape and deliver CRUK's Strategic communications in an integrated way across internal and external audiences in support of key organisational goals:

- Establish CRUK as a leading voice in cancer and cancer research nationally and internationally.
- Deliver compelling and impactful external communications that contribute towards the delivery of our priority policy positions, our brand strategy and our scientific & commercial impact.
- Enhance public support for CRUK and its work, including support for fundraising across mass, corporate and philanthropic sectors.
- Oversee issues selection, and develop strong positions and messaging to deliver desired changes through communications channels.
- Where appropriate, identify and deliver long term- campaigns to achieve strategic goals.
- Grow CRUK's position as a thought leader in cancer and cancer research.

Strategic leadership and delivery of CRUK's internal communications, primarily to our staff:

- Clear and compelling internal comms that engages our workforce in CRUK's wider agenda.
- Delivery of engaging staff talks and other internal events including showcasing our science, our researchers, patients and CRUK leadership.
- Work closely with the engagement team in HR as part of the wider employee engagement agenda.
- Work closely with EB to shape and delivery effective internal comms aligned to a clear strategic comms plan.

Key Responsibilities

- Plan and manage the department's budget in an effective/cost effective manner.
- Provide strategic leadership based on a compelling vision to develop, deliver and continuously optimise strategies for CRUK's external communications – delivering coherent and consistent messages and driving collaboration across the teams in the department.
- Lead and develop a strong and high performing department, building on existing areas of strength while using external insight to exploit new opportunities and innovative ways of working.
- Establish a leading media profile for CRUK's activity and advancement in priority strategic areas including cancer prevention, early diagnosis and the charity's science and clinical research agenda.
- Build and maintain strong links with the Chairman, Chief Executive Officer, Executive Directors of Marketing, Fundraising & Engagement (MFE) and Research & Innovation (R&I) and other senior stakeholders.
- Support CEO, and the Executive Board in delivering strong media presence, enhancing the "brand" of the CEO, the EB and ultimately CRUK.
- Engage with and influence key opinion leaders in the media, science and government sectors to create momentum and support for CRUK's key priorities.
- Act as a spokesperson for the charity, undertaking broadcast media interviews as necessary and coaching and advising the Executive Board and Chairman as media spokespeople.
- Proactively protect the brand and reputation of the charity by delivering effective crisis communications management and ensure reputational management issues are anticipated and prepared for.
- Lead internal communications at CRUK, primarily to our workforce and volunteers, ensuring a clear and consistent tone and narrative, aligned to our strategic comms plan.
- Ensure a compelling internal narrative that engages all staff with CRUK's overall mission, telling engaging stories through a range of channels and media including staff talks and events.
- Ensure effective collaboration with HR/ the engagement team on the wider staff engagement agenda.
- Participate as an active member of the PIC Leadership team, contributing to broader directorate aims and operational plans; taking on appropriate additional cross-organisational tasks as appropriate.
- Lead an engaged team ensuring they are motivated and effective through setting a clear vision/direction that has clear line of sight to the CRUK and PIC strategic agenda and creating a culture of development, stretch, feedback and recognition.

Person Specification

Key Behaviours and Competencies:

- Proven leadership skills with the ability to unite a high performing team behind a vision.
- Proven ability to network with and influence a broad and diverse range of senior stakeholders.
- Proven experience of operating at and/or influencing at board level and being part of a senior leadership team.
- Budget management experience.
- Experience of participating as part of a leadership team and contributing to broader department/ directorate aims.

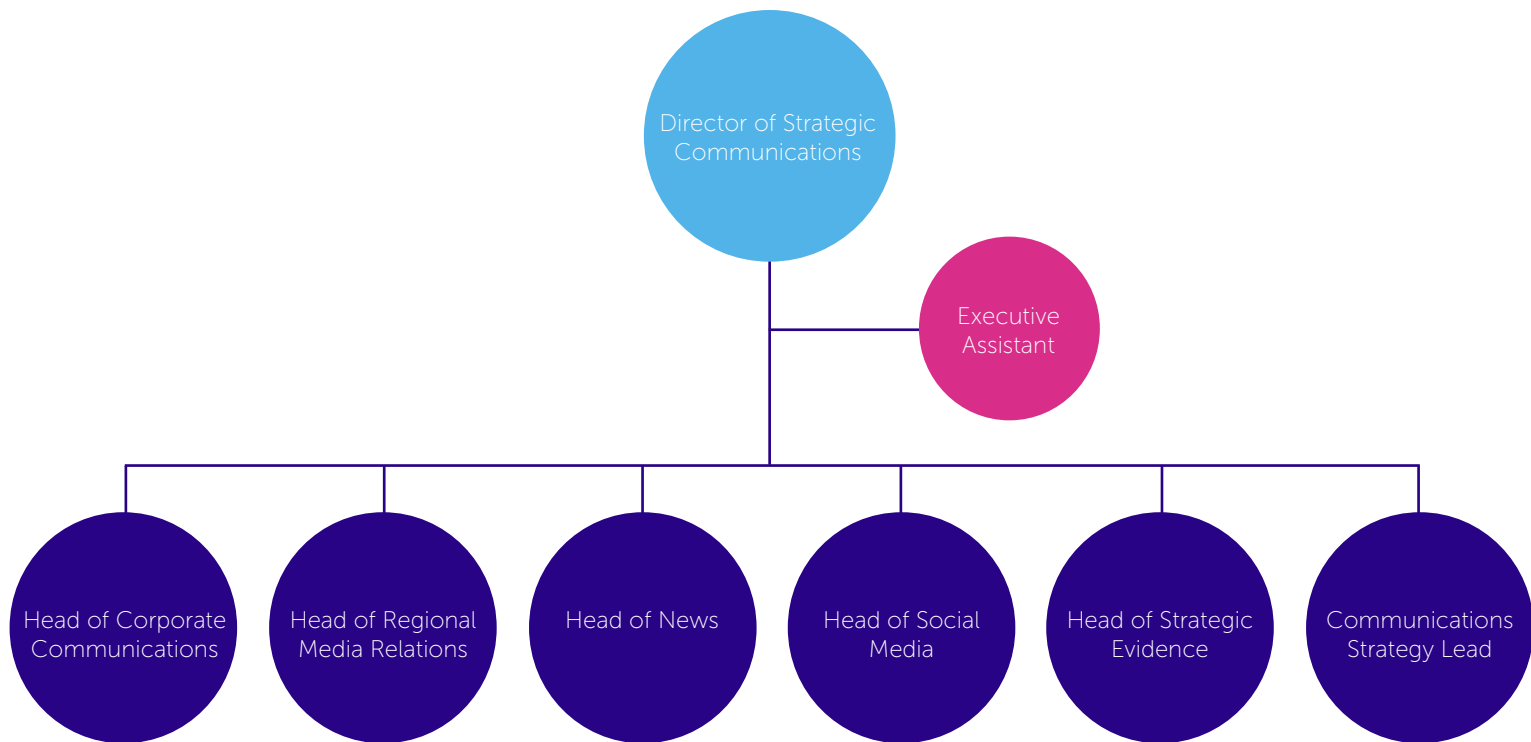
Key Technical Knowledge and Experience:

- Substantial experience in the strategic and operational delivery of external communications.
- Experience gained within one or more of the science, voluntary, medical or health sectors.

Desirable:

- Experience of internal communications.
- Experience of science communications.
- Knowledge of cancer prevention, diagnosis and treatment.
- Experience of policy communications.

Team Structure



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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.

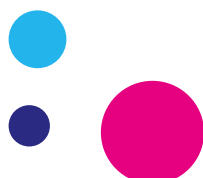
EDI will support our performance. By reaching out to a wider group of individuals we will be able to drive further creativity and challenge existing norms.

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 £95,000 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 annual leave + statutory holidays 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 having read through the candidate brief you have any questions about the appointment, please contact rebecca.oconnor@starfishsearch.com or katy.giddens@starfishsearch.com

To make an application, please go to <https://starfishsearch.com/jobs/cruk-director-strategic-communications/> 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.

Please also ensure you have completed and submitted the equal opportunities monitoring form that appears on this site as you submit your application. The information you provide will be treated as confidential and used for statistical purposes only. The form will not be treated as part of your application.

Closing date	Monday 6th September 2021
First round interviews	w/c Monday 20th September 2021
Agreement of the final shortlist	w/c 27th September 2021
References taken up for shortlisted candidates	To follow shortlist
Interviews with CRUK	w/c 11th October 2021





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