

Recruitment Pack

Senior Press and PR Officer Jo's Cervical Cancer Trust

Passion – With it we can achieve the extraordinary

Respect – We make every effort to understand and be considerate of the needs of others

Evidence – This underpins every decision we make

Collaborate – We can achieve our purpose by working together

Challenge – Through it we influence, generate changes and progress.



Dear candidate,

Thank you for your interest in the role of Senior Press and PR Officer.

This is an exciting time to be joining Jo's Cervical Cancer Trust. Our vision, the day when cervical cancer is a thing of the past, is getting closer as a result of the success of the HPV vaccination programme. Our mission remains to reduce the impact for everyone affected by cervical cell changes and cervical cancer. We will continue to provide the highest quality information and support, and campaign for excellence in cervical cancer treatment and prevention, for as long as we are needed.

Jo's welcomes everyone regardless of gender, gender identity, sexual orientation, age, ethnicity, disability or background and we strive to make our workplace an inclusive environment where everyone feels welcome, accepted and valued. Those that use our services come from all walks of life and so do we. We want our staff team to be reflective of the communities we should support, not just because it is the right thing to do but because it makes our organisation stronger.

You would join us as we begin delivery of our long-term strategy. We are an ambitious charity, and I look forward to working with the successful candidate as we set out on this next chapter; successful fundraising is vital to helping to fulfill our mission.

So if you feel you have the passion and energy to make this happen, and you share and demonstrate our values in your work and attitude, we would love to have you as part of our team.

Best wishes,



Samantha Dixon

CEO

Please find enclosed the following information to assist you with your application:

- A full job description and person specification
- Additional Information

Closing date: Monday 13th November, 11.59pm.

1st Interview: w/c 20th November

If you would like to apply for this role, please email your CV and a covering letter explaining how your skills and experience those detailed in the job description and person specification.

If you would like to find out more about this role, please contact the HR team in the first instance: recruitment@jostrust.org.uk

Thank you for the interest you have shown in working for Jo's Cervical Cancer Trust.

Best wishes,

The HR Team

Job description

Job Title: Senior Press Officer	Location: Flexible, with occasional travel to our office in Borough, Central London,
Hours: Full time (37.5hrs)	Duration: 1 year FTC with possibility to extend
Responsible To: Head of Policy and Engagement	Responsible For:
Works With/Key Contacts: Internal Team: staff, Board members, volunteers External stakeholders including but not limited to: the media, individual supporters, companies, sector peers, and corporate partners.	Salary: £30 – 32k As well as a competitive salary, we offer: 6% matched pension contribution. 28 days annual leave Flexible/ hybrid working.

Background information

Jo's Cervical Cancer Trust (www.jostrust.org.uk) is the UK's leading charity dedicated to those affected by cervical cancer and cell changes (abnormalities). The charity was established in 1999 by James Maxwell following the death of his wife Jo, aged 40, from cervical cancer.

Since then we have provided advice and support to thousands of women and other people with a cervix, as well as their friends and families.

Two women a day in the UK will die from cervical cancer, whilst over 3,000 women are diagnosed each year. In addition, some 220,000 a year are told they have cervical cell changes that may require treatment. Thanks to the NHS Cervical Screening and HPV vaccination programmes cervical cancer is a largely preventable disease. However, for those affected, the impact cannot be overstated.

Over the past few years our work has been recognised a number of times including winning a prestigious GSK IMPACT Award, Best Communications Campaign at the Third Sector Excellence Awards and a Plain English Osborne Memorial Award for our website.

About the role

Are you an experienced press and PR professional who can bring new and creative ideas to help us reach even more people? If so, this could be the role for you.

We're a small team, but we pack a punch, and we're looking for someone who shares our ambition and enthusiasm. We want to make cervical cancer a thing of the past, and if that motivates you too, we'd love to hear from you!

The Senior Press and PR Officer is responsible for seeking out opportunities to tell compelling stories, deliver facts and support our campaigns. The role leads on work with our media volunteers using compassion and empathy to tell their stories, and develop content to support the work of the charity.

You'll know the media landscape and will be responsible for devising and delivering creative campaigns to reduce the impact of cervical cancer across the UK, as well as increasing awareness of the support we provide. Working alongside a Communications Officer, together you'll deliver a wide range of engaging content across our channels. Representing the wide range of voices and experiences of all who are at risk of cervical cancer, or affected in some way, is critical to us and you will help us do that.

Key tasks and responsibilities:

Key Areas	Responsibilities:
Communications strategies	<ul style="list-style-type: none"> • Support on the delivery of the departmental, and wider charity, strategy • Develop communication plans to support work across the charity including national awareness weeks and marketing campaigns
PR and communications	<ul style="list-style-type: none"> • First point of contact for communication queries • Manage press office function identifying and creating opportunities, responding to requests and providing briefings for spokespeople • Work with teams across the charity to develop integrated communications across our channels including overseeing our social media activity • Evaluate the success of what we do, providing reports and identifying areas for development • Keep staff up to date on what's going on inside, and outside, the charity through regular updates • Where appropriate work with celebrity/influencer supporters to increase the reach of our key messages
Collecting stories	<ul style="list-style-type: none"> • Coordinate our media volunteers including interviewing new volunteers and identifying opportunities for them to tell their stories to support the needs of the charity and wider cervical community • Identifying ways to diversify the stories that we have
Branding	<ul style="list-style-type: none"> • Act as brand ambassador ensuring consistency of brand and messaging internally and externally

Miscellaneous	<ul style="list-style-type: none"> • Out-of-hours social media monitoring as part of a rota system • Occasional out of hours media work or opportunities to represent the charity at external events • Abide by the Charity's policies, practices and core values • Support equity and diversity in the workplace for all.
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Person specification

Skills and experience	Requirement
Excellent written skills including the ability to tell stories and communicate scientific subject matter in an easy to understand way	Essential
Familiarity with the voluntary and/or health sector	Desirable
Demonstrable experience of acting as a brand champion	Essential
Ability to work independently and as an effective team member	Essential
Proven experience in generating media coverage with a good understanding of the needs and expectations of different outlets and publications	Essential
Ability to work under pressure in a fast-paced environment while adhering to deadlines	Essential
Experience in working with external agencies including research, marketing and printers	Desirable
Experience of developing a PR strategy	Desirable
Personal qualities	
Empathetic	Essential
Creative	Essential
A supportive team player	Essential
Motivated and enthusiastic	Essential
Approachable with a can do attitude	Essential

General Information

Please note that all offers of employment require:

- References deemed satisfactory to the Charity
- Proof of eligibility to work in the UK

Appendix 1: About the information we collect and hold

The information in Table A below summarises the information we collect and hold up to and including the shortlisting stage of the recruitment process, how and why we do so, how we use it and with whom it may be shared.

Table B below summarises the additional information we collect before making a final decision to recruit, i.e. before making an offer of employment unconditional, how and why we do so, how we use it and with whom it may be shared.

We seek to ensure that our information collection and processing is always proportionate. We will notify you of any changes to information we collect or to the purposes for which we collect and process it.

Where information may be held

Information may be held at our offices and those of our group companies, and third party agencies, service providers, representatives and agents as described above.

How long we keep your information

We keep the personal information that we obtain about you during the recruitment process for no longer than is necessary for the purposes for which it is processed. How long we keep your information will depend on whether your application is successful and you become employed by us, the nature of the information concerned and the purposes for which it is processed.

We will keep recruitment information (including interview notes) for no longer than is reasonable, taking into account the limitation periods for potential claims such as race or sex discrimination (as extended to take account of early conciliation), after which they will be destroyed. If there is a clear business reason for keeping recruitment records for longer than the recruitment period, we may do so but will first consider whether the records can be pseudonymised, and the longer period for which they will be kept.

If your application is successful, we will keep only the recruitment information that is necessary in relation to your employment.

Your rights to correct and access your information and to ask for it to be erased

Please contact our Data Protection Team, who can be contacted on datateam@jostrust.org.uk or 020 3096 8100 (in accordance with applicable law) you would like to correct or request access to information that we hold relating to you or if you have any questions about this notice. You also have the right to ask Data Protection Team for some but not all of the information we hold and process to be erased (the 'right to be forgotten') in certain circumstances. Our Data Protection Team will provide you with further information about the right to be forgotten, if you ask for it.

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

How to complain

We hope that our Data Protection Team can resolve any query or concern you raise about our use of your information. If not, contact the Information Commissioner at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113 for further information about your rights and how to make a formal complaint about the information we collect and hold

Part A

Up to and including the shortlisting stage

The information we collect	How we collect the information	Why we collect the information	How we use and may share the information
Your name and contact details (ie address, home and mobile phone numbers, email address)	From you	Legitimate interest: to carry out a fair recruitment process	To enable HR personnel or the manager of the relevant department to contact you to progress your application, arrange interviews and inform you of the outcome
Details of your qualifications, experience, employment history (including job titles and working hours) and interests	From you, in the completed application form and interview notes (if relevant)	Legitimate interest: to carry out a fair recruitment process	To make an informed recruitment decision The person making the shortlisting decision will receive pseudonymised or anonymised details only; if you are invited for interview, the interviewer will receive non-anonymised details
Your name, contact details and details of your qualifications, experience,	From you, in the completed application form and interview	Legitimate interest: to carry out a fair recruitment process	

employment history and interests	notes (if relevant)		
Your ethnic background, gender, sexual orientation, and religious or similar beliefs	From you, in a completed anonymised equal opportunities monitoring form	To comply with our legal obligations and for reasons of substantial public interest (equality of opportunity or treatment)	To comply with our equal opportunities monitoring obligations and to follow our equality and other policies
Information regarding your criminal record	From you, in your completed application form	To comply with our legal obligations	To make an informed recruitment decision
Details of your referees	From your completed application form	Legitimate interest: to carry out a fair recruitment process	To carry out a fair recruitment process Information shared with relevant managers, HR personnel and the referee

Part B
Before making a final decision to recruit

The information we collect	How we collect the information	Why we collect the information	How we use and may share the information
Information about your previous academic and/or employment history, including details of any conduct, grievance or performance issues, appraisals, time and attendance, from references obtained about you from previous employers and/or education providers <input type="checkbox"/>	From your referees (details of whom you will have provided)	Legitimate interest: to make an informed decision to recruit To comply with our legal obligations Legitimate interests: to maintain employment records and to comply with legal, regulatory and corporate governance obligations and good employment practice	To obtain the relevant reference about you To comply with legal/regulatory obligations Information shared with relevant managers and HR personnel

Information regarding your academic and professional qualifications <input type="checkbox"/>	From you, from your education provider from the relevant professional body	Legitimate interest: to verify the qualifications information provided by you	To make an informed recruitment decision
Your nationality and immigration status and information from related documents, such as your passport or other identification and immigration information <input type="checkbox"/>	From you and, where necessary, the Home Office	To enter into/perform the employment contract To comply with our legal obligations Legitimate interest: to maintain employment records	To carry out right to work checks Information may be shared with the Home Office
A copy of your driving licence <input type="checkbox"/>	From you	To enter into/perform the employment contract	To make an informed recruitment decision

You are required (by law or in order to enter into your contract of employment) to provide the categories of information marked '☐' above to us to enable us to verify your right to work and suitability for the position.

