

Head of Campaigns Recruitment pack

Myeloma UK
June 2021

Welcome

Thank you for your interest in Myeloma UK and I am delighted that you are considering applying to be our new Head of Campaigns.

Myeloma UK invests in driving better patient outcomes through a comprehensive early diagnosis programme, cutting-edge research, sector leading treatment access, our award-winning information and support programmes, and pioneering healthcare services improvement.

Our community consists of the 24,000 people living with the incurable blood cancer myeloma, as well as those with related conditions including MGUS (a non-cancerous condition that can increase the chance of developing myeloma), smouldering myeloma (an early form of myeloma) and AL amyloidosis (a rare build-up of protein occasionally associated with myeloma). Including our patients with related conditions, the population we represent is over 63,000 people.

Our long-term ambition is to make myeloma history, but we recognise that is a challenging process. As we work to that ambition, we are committed to providing every patient with an empowered present and a hopeful future.

An important part of making that a reality is presenting our work to supporters, partners, decision-makers and the media in a focused, engaging and effective way. Articulating how our work creates meaningful change for patients, and where we still need further change to happen, is paramount to our strategy.

The Head of Campaigns will work within the wider Marketing & Communications Directorate, responsible for a team consisting of a Press and Content Officer, a Senior Scientific Knowledge and Communications Officer, plus a Scientific Communications Officer. They will also be working with the seven-strong digital team in the directorate who cover the website, CRM, social media, design, and production.

I look forward to hearing from you and very much hope we have the opportunity to meet and learn more about how we can work together to create a better future for myeloma patients.

A handwritten signature in black ink, appearing to read "Jo Nove".

Jo Nove

Director of Marketing & Communications

Our long-term ambition

Make myeloma history

Our purpose

To give every patient an empowered present and a hopeful future

In 2020



Our income for the year was £4.7m



Our expenditure on meeting the needs of people affected by myeloma was £3.2m.



Our expenditure on research totalled £0.9m



From every £1 of expenditure, 80p was spent on improving the lives of people affected by myeloma.

COVID-19

As a cancer charity, COVID-19 has had a significant impact on our community. Myeloma patients are ten times more likely than a member of the general public to catch a virus such as COVID-19 and, because of the way their cancer develops and is treated, are categorised as extremely clinically vulnerable. In 2020, the pandemic impacted the treatment of over 40% of our patients, and every patient has had to accept changes to the way they connect with their clinical teams and the way they live their lives.

In light of these significant additional pressures on our community, we reviewed our strategy and re-set our strategic priorities according to on-going need. This enables us to address the serious emerging concerns of:

- Delayed diagnosis of new myeloma patients and the impact of that delay on their clinical outcomes
- A shortfall in cancer research funding
- Geographical inequalities in provision of treatment and care
- Pressure on the NHS and on health policy design and delivery

Our ambition for 2021

The COVID-19 pandemic has led us to refocus and refresh our strategy, but our purpose remains the same: giving every patient an empowered present and a hopeful future.

Our work in 2021 and beyond will deliver against four strategic cornerstones:



Diagnose myeloma earlier

We will accelerate work on earlier detection and diagnosis to make the greatest impact on the length and quality of life for myeloma patients and those with related conditions.

- The Myeloma UK Early Diagnosis programme identifies and addresses barriers to earlier diagnosis
- The Myeloma UK Early Diagnosis Working Groups develop tools and education materials to speed up detection, referral and diagnosis at GP-level
- We will establish the Myeloma UK Early Diagnosis Research programme to better understand how myeloma develops and identify patients at risk



Discover and share knowledge

We will drive scientific breakthrough into the cause and treatment of myeloma and related conditions to increase patient survival and improve patient experience.

- Myeloma UK funds translational research at the ICR to accelerate the development of personalised medicine to myeloma patients
- Myeloma UK funds the UKMRA Myeloma UK Concept & Access Research Programme (CARP) to create new clinical trials and give patients early access to novel treatments
- Myeloma UK supports the development of future research leaders by funding a Clinical Research Fellowship at the University of Leeds and the development of our early care research programme, fostering interest in myeloma as a focus of future research
- The Myeloma UK patient data project enables better insight and evidencing of patient need and changes to policy, treatment and care
- Myeloma UK's Health Service Research identifies unmet need and patient preferences to inform change in healthcare policy and delivery



Transform

the patient experience

We will partner with patients to understand and meet their needs and build equal care for all.

- Myeloma UK puts patient need and experience at the heart of drug appraisals to make sure that patients can access new treatments
- Myeloma UK drives excellence in patient-centred hospital care through our Clinical Services Excellence Programme (CSEP)
- The Myeloma UK Myeloma Academy and Myeloma Nurse Learning Programme educate healthcare professionals to ensure that patients receive the best care informed by the latest learnings
- Myeloma UK has the most comprehensive library of patient information on myeloma and related conditions, helping patients to understand and be in control of their decision-making
- Myeloma UK offers specialist, tailored support to the whole myeloma community through our Myeloma Infoline and Ask the Nurse email service
- Myeloma UK delivers a range of digital and physical events, directly connecting patients and families to expert analysis, advice and support
- Myeloma UK partners patients to provide a UK-wide network of Support Groups, reducing isolation and offering friendship to the whole myeloma community
- Myeloma UK will establish a volunteer peer to peer support service to bring together shared patient experiences and practical tips for living with myeloma and related conditions



Influence

positive change in care

We will give a voice to patients and ensure that myeloma is not considered a second-class cancer.

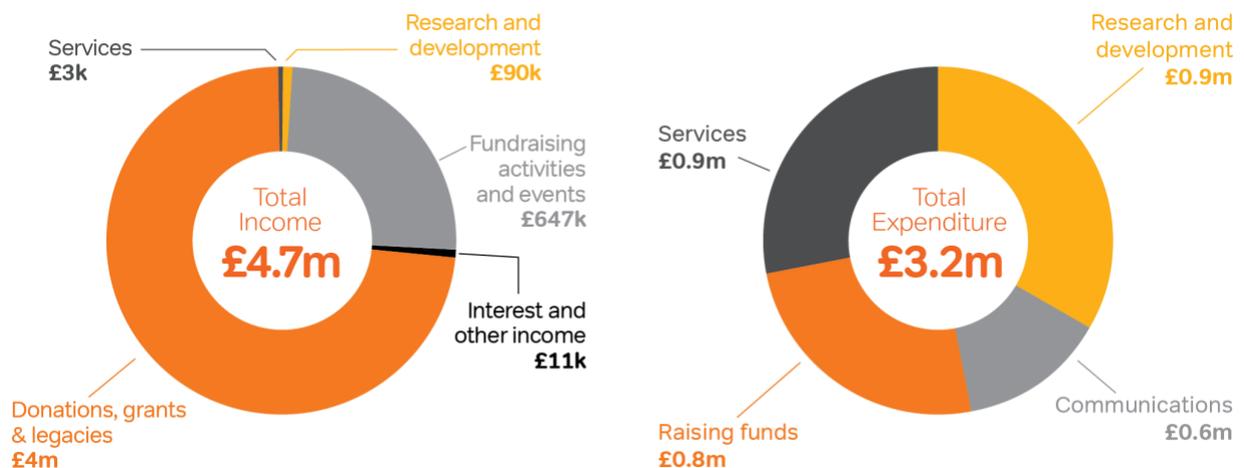
- Myeloma UK works to shape government policy across the four UK nations to recognise the needs of patients with myeloma and related conditions and create positive change
- The Myeloma UK Advocacy Panel ensures patients speak directly to decision makers in NICE and government
- The Myeloma UK Patient and Carer Research Panel integrates patient need into research design and policy development
- Myeloma UK's Healthcare Advocacy Service programmes drive improvements in clinical practice and patient-centred care
- Myeloma UK works with colleagues and stakeholders who share our vision for myeloma and blood cancer care and are committed to delivering positive change for patients

Funding our work

Myeloma UK is a fundraising organisation with income generated from voluntary fundraising, grants and trusts, philanthropy and some trading activities. We rely on the generosity of our donors to enable us to run our life-changing programmes.

We have ambition to grow our fundraising substantially over the next three years to deliver the change myeloma patients need. Our strategic priorities are:

- Recover our pre-pandemic income by 2023 and pursue an ambitious and sustainable growth five-year strategy to increase income
- Diversify our income streams, developing our high-level donor and trust and foundation activities
- Embed fundraising across the whole organisation



Income & Expenditure for the 12 months to December 2020

Building our brand

Myeloma UK is a trusted brand with patients, supporters, research partners and healthcare professionals. Our current audience is a limited one and committed to us but often supports more than one blood cancer charity, hospital or hospice.

We need to grow greater recognition of our brand and the work the charity does with both the general public and decision makers, as well as continue to explore innovative and cost-effective ways in which we can grow brand reputation and reach without losing the sense of trust our community has given us.

Measuring our success

We need to be able to demonstrate and understand the difference we make in order to continue to innovate our programmes and attract continued funding.

We measure our success via:

- Patient experience
- Retention of supporters
- Reach of materials and marketing campaigns
- Delivery of projects
- Growth in income

Our values



We strive for Excellence

We constantly strive for excellence in everything we are involved with, helping us achieve consistently high standards while offering well informed support. We have expert knowledge, delivering quality in everything we do.



We are Compassionate

Our understanding nature underpins all conversations, meetings and interactions. This warmth helps us empathise with people in difficult situations, offering support while being thoughtful and considerate colleagues.



We are Passionate

Our passion encourages us to go over and above, channelling our energy positively to make significant, measurable progress. We believe in what we do. Our desire to find a cure is unstoppable, as is our drive to help those affected.



We are Collaborative

We are united behind our goal of finding a cure for myeloma. To achieve this, we work with and support a wide variety of stakeholders to drive progress. This collaborative approach empowers us to work as a team, share progress, share knowledge and involve the right people.



We are Innovative

We are always searching for new ways to challenge myeloma. Our work progresses new drugs and treatments, influences policy and encourages positive change. Our ability to look at situations from a variety of perspectives allows us to explore new avenues and find the best ways to support the people we interact with.

Job Description

Post	Head of Campaigns (permanent, full-time)
Job Ref	C/12
Location	Edinburgh – currently working from home with hub-based office days
Department	Marketing and Communications
Reporting to	Director of Marketing & Communications
Responsible for	Senior Scientific Knowledge & Communications Officer Scientific Knowledge & Communications Officer Press & Content Officer

Job Summary

This role sits within the Myeloma UK Marketing and Communications Team. The primary purpose of this role is to lead the development and delivery of engaging, purpose driven campaigns, and build the media profile and public affairs capacity at Myeloma UK.

As a member of the Marketing and Communications department, the Head of Campaigns will contribute towards the delivery of the organisation’s strategic, operational, and departmental plans.

Key Deliverables

1. Campaign development and delivery

- With the Director of Marketing & Communications and CEO, develop an engaging campaigns strategy for Myeloma UK that supports the business strategy and our ambitions for better patient care
- Working with programme leads in Patient Advocacy, Research and Healthcare Advocacy Services, and with guidance from the Director of Marketing & Communications, develop strong influencing campaigns, long and short term, on key areas of unmet patient need and the leadership role Myeloma UK takes in creating positive change for patients
- Lead the cross-organisational campaigning function, working with colleagues to produce well-argued and engaging reports, media collateral and other materials to promote the strategic approach and practical activities of Myeloma UK with opinion leaders, decision makers and other stakeholders

- Evaluate and advise on the wider cancer and blood cancer media and campaigns environment to identify opportunities for alignment with other campaigns, further stratification of Myeloma UK messaging and objectives, and appropriate challenge
- Working with colleagues in Marketing & Communications, lead the development of the annual awareness week, taking responsibility for campaign theme, messaging, calls to action, and all external filming, scripting and photography requirements

2. Further content delivery

- Develop and lead the delivery of the overall Myeloma UK external communications content strategy, bringing together corporate communications, research and scientific content, healthcare advocacy content, patient information and support content, and fundraising to form a coherent organisation-wide external narrative
- Lead the production of Myeloma UK's annual impact report, including copy production as required
- Work with the Head of Digital and teams across the organisation, including fundraising, to produce engaging and timely communications plans for Myeloma UK channels
- Act as the lead contact in the organisation for core messages and message development, identifying areas for further development and areas of emerging need
- Co-ordinate the organisation-wide spend on external film and photography, ensuring messaging is consistent

3. Media delivery

- Lead the media relations function and develop an engaging pro-active media strategy to support the roll out of key campaigns and announcements, working with the press officer and scientific communications function to deliver materials
- Design and deliver, using external suppliers where appropriate, media training and refresher courses for ELT and key spokespeople. Deliver message and presentation training as required to Myeloma UK staff
- Lead the reactive media relations function, developing and maintaining a message book for frequent media enquiries
- Work with the Press & Content Officer to develop an engaging and useful press pack to support all media contact
- Monitor and evaluate media coverage, maintaining a reputational risk register. As part of this work, you will be responsible for the management of the media monitoring and distribution contract and ensure this performs according to expectation
- Work with the Press & Content Officer and Director of Marketing & Communications to provide out of hours press office cover

4. Public affairs delivery

- Working closely with colleagues, edit policy and positioning papers to create comprehensive, well-argued and engaging briefings to engage a public affairs audience with the aims and actions of Myeloma UK, tailored to specific campaigns and key calls for action
- Deliver the public affairs monitoring and intelligence function and ensure the contract performs according to expectation
- Lead the reactive public affairs function, working with colleagues to ensure the delivery of positioning and briefing papers on political and policy issues relevant to Myeloma UK as required
- Identify key audiences and individuals for an ongoing programme of engagement, and work with the CEO and ELT to develop and maintain this network, prioritising as necessary. This group should include policy makers, civil servants, commentators and advisers across all four nations
- Ensure effective measurement of risk and risk management for all policy and stakeholder relations activity
- Support the CEO, ELT and Board with briefings on relevant issues
- Work with the Director of Marketing & Communications to create a development plan for the public affairs function according to the organisational business plan

5. Additional duties

- Maintain an overview of reputational risk and risk management, contributing opinion and analysis to the Director of Marketing & Communications
- Develop and manage productive relationships with a range of internal and external stakeholders
- Manage and monitor relevant budget areas, reporting on variances and working with the Director of Marketing & Communications on forecasting, reforecasting and contingency planning

6. Line management

Line management responsibilities will include:

- Managing and motivating all direct reports
- Coaching, mentoring and supporting the team to enable them to perform to the highest standard to contribute towards achievement of organisational goals and objectives

- Effectively managing team performance, including carrying out annual appraisals and quarterly performance reviews within organisational timescales
- Identifying appropriate learning and development opportunities for individual and team development
- Managing team absences and ensuring appropriate levels of cover at all times

7. General

Continuous improvement, developing skills, adhering to organisational quality standards, and teamwork underpin all roles at Myeloma UK.

General responsibilities include:

- Adopt the Myeloma UK principles of quality management
- Be attentive to and implement organisation brand and style guidelines
- Participate in team meetings and work together with colleagues to maintain and improve knowledge and skills
- Act as a source of information and support to colleagues throughout the organisation
- Build productive working relationships with external advisers to maintain and enhance their commitment to Myeloma UK
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role
- This role will require some essential travel throughout the UK, therefore the post holder must be willing to travel. Regular travel to Edinburgh if based elsewhere will be required
- Undertake such work as may be appropriate to the post

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of Myeloma UK at any time after discussion with the post holder.

Person Specification

Area	Essential	Desirable
Qualifications & Experience	<ul style="list-style-type: none"> • Educated to degree level or equivalent professional experience • Excellent work experience in a communications/marketing position • Excellent track record of working with journalists and other stakeholders • Demonstrable experience of managing media including generating positive publicity, profile raising and crisis management • Excellent understanding of working with media across the UK, at a national and regional level, to maximise opportunities and of developing multi-faceted effective media strategies • Broad and diverse range of project management • Experience of delivering projects/activities within tight deadlines • Clear evidence of successful relationship building • Budget management and reporting experience 	<ul style="list-style-type: none"> • Postgraduate qualification in marketing or communications
Skills	<ul style="list-style-type: none"> • Ability to write high quality, concise copy, to tight deadlines • Economic literacy and the ability to translate complex statistical and economic findings into plain English • Excellent written and verbal communication skills • Excellent line-management skills • Ability to translate complex medical and clinical information into impactful and clear copy • Excellent negotiation skills 	

	<ul style="list-style-type: none"> • Ability to set priorities and work under pressure • High level of attention to detail 	
<p>Personal</p>	<ul style="list-style-type: none"> • Constant desire for improvement • Self-motivated, able to work independently and take initiative • Dedicated team player • Ability to manage a wide range of tasks and work well under pressure • Ability to work to deadlines and prioritise • Flexibility and willingness to develop and expand the role • An ability to work out of the office as required and at weekends across the UK 	

Terms and Conditions

Post	Head of Campaigns (permanent, full-time)
Salary	£41,250 - £44,124
Probation period	Six months
Hours of work	<p>The standard working week comprises 35 hours, Monday to Friday. Myeloma UK operates a flexitime scheme and details will be provided by the HR and Operations Manager.</p> <p>The post holder will be expected to assume duties outside working hours to support the delivery of their role and the operation of the organisation when required.</p>
Holidays	Full-time holiday entitlement is 30 days per calendar year, plus 6 public holidays.
Pension scheme	Myeloma UK complies with its auto-enrolment obligations and, subject to matched employee contributions, offers a 5% pension contribution to all staff.
Premises	Myeloma UK is situated at 22 Logie Mill, Beaverbank Business Park, Edinburgh, EH7 4HG.