

Media and PR officer

Directorate

Engagement

Team

Media and PR

Reporting manager

Senior media and PR manager, research, health information and services

Our charity

We're Breast Cancer Now, the research and support charity. We're the place to turn to for anything and everything to do with breast cancer. However you're experiencing breast cancer, we're here.

The brightest minds in breast cancer research are here. Making life-saving research happen in labs across the UK and Ireland. Support services, trustworthy breast cancer information and specialist nurses are here. Ready to support you, whenever you need it. Dedicated campaigners are here. Fighting for the best possible treatment, services and care, for anyone affected by breast cancer.

Why? Because we believe that by 2050, everyone diagnosed with breast cancer will live and live well. But to create that future, we need to act now.

Overview of the directorate

The engagement directorate has responsibility for growing awareness, understanding, trust and engagement with Breast Cancer Now, to inspire people to get support and give support. It's responsible for the £47m annually we raise today and for the growth to £69m we want to raise annually by 2029/2030, including a further £50m from a major Campaign.

From partners, to philanthropists, from people who give individually, through events or through their community, we create engaging and effective routes and communications for our key audiences to give their time, money and voice.

The directorate puts relationships at its heart, using data and insight to shape and drive brilliant relationships and experiences, ensuring people who support Breast Cancer Now - in whichever way they support, or are supported - feel connected, and inspired to give their time, money and voice to make change for people affected by breast cancer now and for the future.

In the 2025-2030 strategic period, the directorate will play a critical role in supporting the organisation to deliver the impact we need and want to have for people affected by breast cancer.

To do this we will:

- Raise awareness of Breast Cancer Now through aligning our paid brand marketing, and our owned, shared, and earned channels to amplify our brand and to shout louder with 1 voice. We'll use creative and innovative routes to do this. Our fundraising will provide a key route to grow awareness, through our products, events and through our supporters in the community who advocate and champion Breast Cancer Now.
- Develop and deliver brilliant fundraising products, events, campaigns that reach and inspire our key audiences to engage and to continue to engage. We'll launch a major Campaign to raise £50m to accelerate our progress to 2050 through focusing on the challenge of dormancy and secondary breast cancer. We'll use this as a route to create philanthropic and partnership fundraising as a long term, sustainable income stream for the future.
- Lead the development of our digital ecosystem, aligning our platforms and products behind our brand and developing our support offer, and engagement opportunities, to reach more people in ways that meet their needs in an accessible way. We'll support the organisational learning, understanding and confidence in digital routes, channels and new technology to deliver our strategy.
- Nurture great relationships with partners and suppliers to create aligned priorities, shared purpose and targets to deliver our best work for people affected by breast cancer. Through being curious about the external environment and prioritising learning, we'll develop, evolve and innovate to support our growth now and for the future.
- Grow and develop our teams, collaborating, challenging and inspiring each other to develop an inclusive, safe and high performing team.

The 4 new director roles and teams

The engagement directorate, is led by the chief engagement officer with a leadership team of 4 directors of the following areas:

- Brand, marketing and communications
- Public fundraising and marketing
- High value partnerships and Campaign
- Digital and data

Job purpose

The media and PR officer will help develop and deliver powerful and effective media and PR relations to raise the profile of Breast Cancer Now as a determined leader and of the work we do to support anyone affected by breast cancer.

The post holder will work across a broad remit covering fundraising, brand, research, policy and influencing, public health awareness and support services, helping to secure positive coverage for the charity and raising awareness of key issues related to breast cancer. They also play a very important role in supporting the smooth running of the team and demonstrating our impact including through being responsible for the day-to-day liaison with external suppliers (eg media monitoring) and overseeing the collation of information for key reports (including CEO report to Board of Trustees).

Key tasks and duties

Media and PR

- Develop and nurture strong, trusted working relationships with key journalists across national, trade and regional UK media to grow understanding and support for Breast Cancer Now, leveraging Breast Cancer Now's position as the 'go-to' press office on breast cancer
- Identify and seize reactive profile-building opportunities that help position Breast Cancer Now as leading experts in the field.
- Support on aspects of day-to-day PR planning, delivery and evaluation for activity profiling Breast Cancer Now's fundraising, brand, research, policy and campaigns work and support services, to deliver impactful results.
- Write impactful and newsworthy content including press releases, statements, letters to editors, blogs, and case study stories, ensuring appropriate internal sign off, and proactively pitch stories to key media targets across print, broadcast and online.
- Interview case studies with experience of breast cancer and seek to place in appropriate media outlets to promote the charity's work and support services.
- Produce and issue in a timely fashion the daily morning media coverage summary sent to all staff.
- Create briefing documents and provide advice and support to Breast Cancer Now spokespeople before and during media interviews.
- Take the lead on compiling regular reports on our media coverage, impact and specific campaigns, to be shared with senior internal and external stakeholders.
- Manage the relationship with our media monitoring agency and other key suppliers.
- Manage and take part in the 24/7 press office rota, which ensures journalists can contact us and be supported with their queries at any time.

General

- Build and maintain excellent working relationships with internal colleagues across multiple teams and in different directorates, identifying key contacts depending on projects.
- Build and maintain excellent working relationships with key external stakeholders including journalists, agencies and other organisations.
- Attend and proactively input ideas to brainstorming and planning sessions.
- Ensure PR is integrated across all communications channels, working closely with the digital team to ensure close alignment across social media platforms.
- Attend internal and external meetings and charity events, including occasional out of hours events, as required.
- Adhere to all Breast Cancer Now's policies and procedures.
- Any other duties within the scope and remit of the role, as agreed with your manager.

Person specification

Qualifications and experience

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience of working in a busy, fast-paced press office, PR agency or other media/news environment	x	x
Experience of developing or a demonstrable ability to develop strong working relationships with national and regional journalists and external stakeholders	x	x
Experience of working collaboratively across multiple teams and establishing trusted relationships with key internal contacts	x	x
Experience of navigating sign-off processes quickly and diplomatically to meet tight deadlines	x	x
Experience of working on or supporting with high-profile media opportunities, including briefing spokespeople	x	x

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience of handling sensitive or controversial issues which could present a high reputational risk	x	x
Experience of working with case studies with empathy, compassion and professionalism	x	x

Skills and attributes

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Excellent written and verbal communication skills	x	x
Excellent organisation skills, an ability to manage own workload, deal with conflicting deadlines and work under pressure	x	x
A creative approach to bringing stories to life and an ability to proactively identify opportunities for positive media coverage	x	x
Excellent attention to detail and an ability to be adaptable and resourceful	x	x
Competent in using IT and Microsoft Office	x	

Knowledge

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
An excellent working knowledge of the UK's national, regional, consumer and trade media	x	x
A strong news sense and comprehensive understanding of what makes a good news story	x	x

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Knowledge of GDPR and data protection rules and an understanding of its relevance to your role	x	x
Knowledge of the third sector and an understanding of the challenges faced by charitable organisations	x	x
An understanding of the key issues in breast cancer care and of the challenges faced by breast cancer patients	x	x

Role information

Key internal working relationships

You'll work closely with the following:

- The wider media and PR team
- Other teams within the engagement directorate including:
 - brand and communications
 - ambassadors, talent and case studies
 - strategic marketing and communications planning
 - digital engagement
 - relationship fundraising and events
 - philanthropy and partnerships
 - individual giving and legacy marketing
- The research and public health and support and influencing directorates including:
 - Research
 - policy and campaigning
 - public health and wellbeing
 - services and nursing teams.

Key external working relationships

You'll work closely with the following:

- National, regional and specialist journalists in print, broadcast and online
- Case studies
- Fundraisers and supporters
- Stakeholder organisations
- Services providers and suppliers

General information

Role location and our hybrid working model	This role is based in our London office. However, our hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in the White Chapel Building, 10 Whitechapel High Street, London E1 8QS
Induction	It's important you have a positive induction experience and therefore, you'll be asked to consider coming into the office more frequently during your initial period of employment. This will enable you to get to know your manager and team colleagues quicker. This also allows your induction process to be meaningful and comprehensive, allowing for support to be provided more readily. Thereafter you will be able to follow the hybrid working model as described above.
Hours of work	35 per week, Monday to Friday
Contract type	Permanent
Medical research	We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when there's no alternatives.
Conflict of interests	You'll be obliged to devote your full attention and ability to your paid duties. You shouldn't engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.
Immigration, Asylum and Nationality Act 2006	You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.
Our commitment to equity, diversity and inclusion	We're committed to promoting equity, valuing diversity and creating an inclusive environment – for everyone who works for us, works with us, supports us and who we support.

How to apply guidance

We hope you choose to apply for this role. In support of your application, you'll be asked to submit your anonymised CV which means removing all sensitive personal information such your name, address, gender, religion and sexual orientation. You're also asked to provide a supporting statement. When doing so please ensure you refer to the essential criteria on the person specification and clearly provide as much information as possible with examples to demonstrate how and where you meet the criteria.

Job description dated February 2026

Find out more about us at
breastcancer.org

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CANCER
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support charity