

JOB TITLE (LOCATION)	PR AND PUBLIC AFFAIRS DIRECTOR (HAMMERSMITH)
SALARY AND BAND	BAND C £100,272 - £126,806 PLUS ADDITIONAL LONDON WEIGHTING PAYMENT OF £8,164
ANNUAL LEAVE	27 DAYS PLUS 9 BANK HOLIDAYS FOR FULL-TIME HOURS
REPORTS TO	CHIEF EXECUTIVE
DIRECT REPORTS	SEE ORGANOGRAM

About Maggie's

We provide free cancer support and information in our specially designed centres across the UK and online. Working alongside NHS hospitals, Maggie's centres are staffed by expert Cancer Support Specialists, Psychologists and Benefits Advisors, helping people to take back control when cancer turns life upside down.

We have an ambitious and far-reaching plan to be there for everyone with cancer in the UK, at all 60 cancer centre sites. We will not stop until there is no-one living with cancer who is unable to access the expert psychological and information support that they so desperately need to live the best quality of life possible. This is a forward thinking and aspirational organisation that is looking to double in size.

About the Post Holder

You will have extensive experience within public relations and external communications, with strong experience of influencing key external stakeholders including journalists, thought leaders, major donors, MP's, MS's and SM's and government representatives. You will be a natural and articulate communicator, able to deliver a narrative and hold the interest of the listener. You will have a wide experience of creating and delivering press campaigns in line with Maggie's objectives. You will be able to lead research projects to showcase Maggie's financial impact and deliver that research to the right audience. You will be able to develop a fundraising case to gain support from both government, NHS and statutory funders.

You will have experience of leading and developing a team in a diverse and dispersed organization, with strong knowledge and understanding of the third sector, the UK health agenda, the political landscape, NHS and other agencies, and the factors that affect them. Outstanding empathy, leadership and self-motivational skills are required. You will need to develop strong working relationships with key stakeholders and be confident to deputise for the CEO.

About the Role

The role will join a small exec team working closely with the CEO. It's accountable for advancing Maggie's profile across a wide audience including individuals with cancer, existing and new donors, key influencers, all Parliaments (Scottish, Welsh and Westminster) healthcare professionals (including NHS Trusts, NHS England, Wales, and Scotland, ICB's) and the general public. The role holder will drive brand awareness through the implementation and management of engagement activities. This will support activity to our centres and increase awareness and income. This includes implementing an external engagement strategy with media, Parliaments, and other key influencers, capturing hearts and minds through the creation of a compelling narrative and newsworthy content to engage these audiences with Maggie's objectives.

Key Responsibilities

- Position Maggie's as the leading authority on cancer care and develop strong relationships with key influencers to build and deepen understanding of Maggie's objectives.
- Lead on Maggie's proactive and reactive media activity, including briefing and positioning key speakers such as the CEO.
- Identify, build, and maintain effective relationships with target media across all types (print, broadcast and digital)
- Work with the Director of Fundraising and Director of Marketing and Impact to deliver targeted PR campaigns to support key marketing activity (e.g Christmas campaign)
- Collaborate with Communications and Insight function to achieve consistent messaging across internal and external stakeholder groups. Support leadership communications.
- Anticipate and identify issues of media interest and provide insight, analysis and counsel to the Chief Executive and wider Executive team
- Be a member of and work with Maggie's Executive team to execute the PR and Public Affairs strategy.
- Devise and deliver an integrated public affairs plan which includes all devolved parliaments with targeted messaging and where necessary fundraising proposals.
- Set up and deliver meetings with key parliamentarians across health and leadership and attend them with the CEO. Ensure all appropriate research is done beforehand.
- Attend party conferences when appropriate and brief CEO for all speeches/talks.
- Set up and manage MP's visiting a Maggie's in their constituency by working with Centre Heads and Fundraising Managers.
- Work with external research agencies and government agencies to develop strong research to develop Maggie's positioning as a third-party provider of cancer care.
- Oversee strategic plans for engagement with NHS (both at centre and national level) to build the case that Maggie's is an expert third party provider and can 'bid' for NHS funding.
- Work closely with Trusts and Statutory team to develop funding bids for NHS and Government funding.
- Reputational risk management.
- Oversee budget assigned to the PR and Public Affairs function.
- Lead and develop a highly motivated PR and Public Affairs team.
- Manage all Ambassadors and Advisors for Maggie's – including Reputational, PR and art advisors.
- Work closely with the Major Donor team to ensure that Ambassadors and key influencers are asked to appropriate events. Help with setting up events when necessary (speakers, speeches etc). Attend high level events.
- Provide advice and counsel to the Executive on PR activities.
- Lead on Maggie's at the V&A for 30th year celebrations (including publications)
- Oversee authorised spokespersons framework (who has what expertise at Maggie's) for use in Parliament, Health and Media framework.
- Oversee all media training for key spokespeople.
- Support tone of voice and brand work
Liaise with social media team to use digital channels effectively as part of media activity plan.

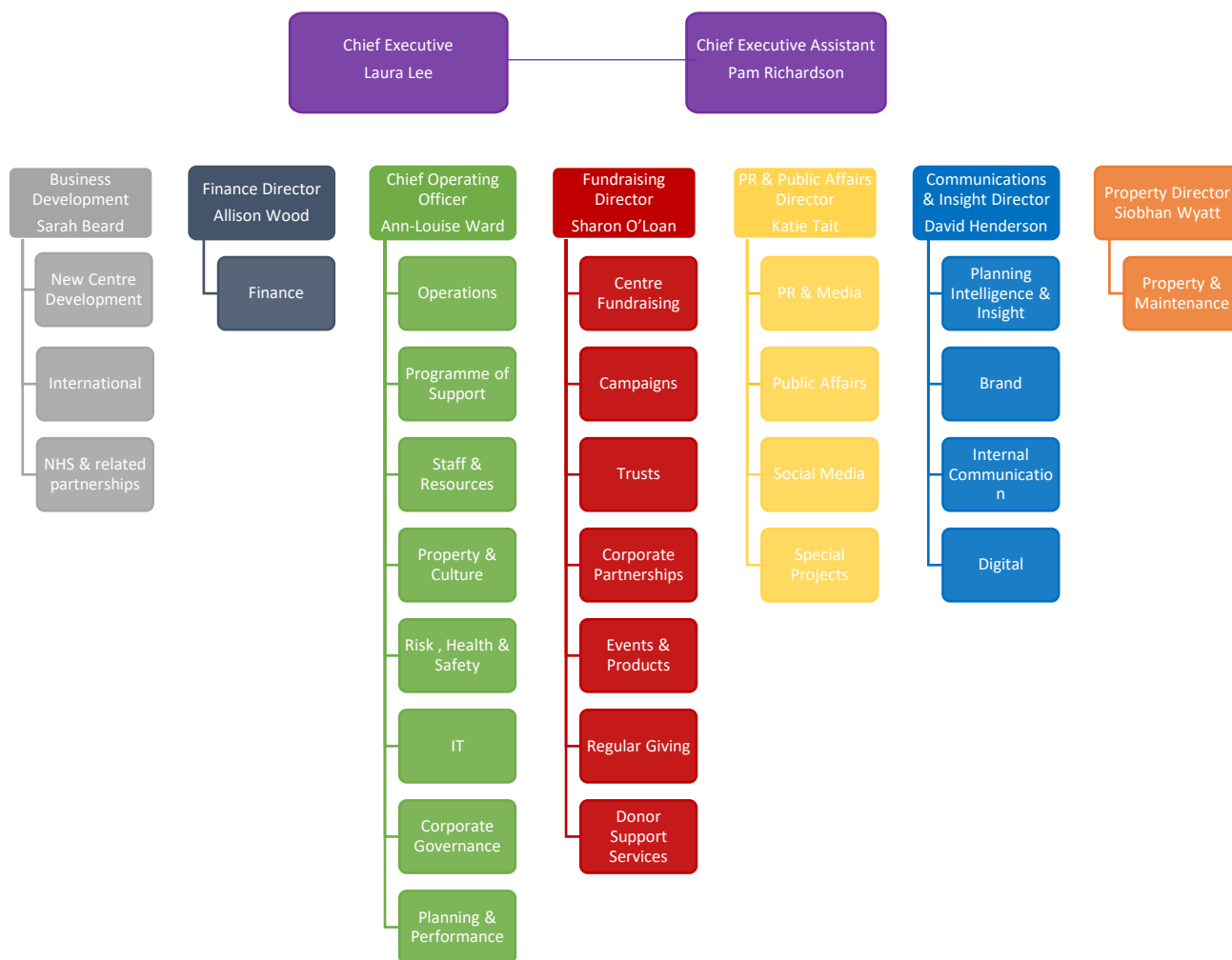
Essential skills and experience

- Proven experience of developing and using evidence and insight to underpin proactive and reactive work with key influencers.
- Proven track record of proactive creativity in developing and delivering core messages to key audiences – including Parliamentarians.
- Ability to develop thought leadership on issues where Maggie's has a natural advantage, anticipating media opportunities and advising accordingly.
- Seniority and credibility to represent Maggie's with key influencers, including media, at senior levels.
- Excellent influencing skills evidenced across varied and senior stakeholder groups.
- Trusted thought leader with the ability to inspire and drive support.
- Collaborative working style, delivering results with and through others.
- Ability to communicate the ethos and philosophy on which Maggie's is founded.
- Ability to undertake travel throughout the UK as required.
- Ability to work non-standard and un-social hours as required.

Competency Requirements:

- An ability to build, lead and personally embody a team culture that encourages:
 - A clear understanding of the function's purpose ("to grow and protect Maggie's reputation)
 - A desire to work collaboratively with colleagues (both in the function and in the wider organisation) in order to achieve the function's purpose by working together.
 - A 'thirst for knowledge', demonstrated by a curiosity which brings the outside in for Maggie's, seeks to understand the working of Maggie's itself and helps the organisation stay one step ahead in a changing Communications world.
 - Restlessness and ambition, where colleagues achieve their goals by challenging themselves as individuals.
 - Accountability, where colleagues hold themselves and their team members to high standards and supporting each other to meet those standards.
- The ability to learn fast, bringing relevant and high value experience to debate and decision-making.
- The ability to build, lead, sustain and refresh high performing teams.
- Strategic thinker with ability to contribute to key communications and policy decisions by interpreting internal and external trends and changes.
- Ability to communicate to a high level, highly articulate and a determined and proactive leader and influencer.
- Solid judgment and good instincts.
- Intellectual curiosity, agility and durability as well as a high level of emotional intelligence.
- Deep know-how in and experience of what drives both traditional and new forms of media.
- Actively builds and maintains a network of internal relationships at all levels in the business – including with leadership in Maggie's centres.

Executive



PR and Public Affairs

