



THE ROYAL MARSDEN CANCER CHARITY

Job description

Stories Officer

Job title	Stories Officer
Salary	£31-£33,000 per annum
Contract	Permanent
Hours of work	37.5 per week
Directorate	Marketing and Communications
Accountable to	Senior Stories Officer
Responsible to	Senior PR and Communications Manager
Location	London (also required to work in Sutton)
Liases with	All Fundraising teams Heads of Unit, Heads of Departments, clinical and medical staff Patients and their families and friends PR agencies, publishing agencies and photographers

1. Job Purpose

The Royal Marsden Cancer Charity (RMCC) raises money solely to support The Royal Marsden, a world-leading cancer centre. Together with the hospital we ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world. From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, RMCC funds the development of new ways to improve the lives of people affected by cancer.

We are halfway through an ambitious three-year strategy that will deliver £80 million of funding to support a world-class programme of research, treatment and care. We are also in the final stages of a £70 million capital appeal to build the Oak Cancer Centre at The Royal Marsden in Sutton. The Charity is now working closely with the hospital on exciting plans for a new major redevelopment project to launch in 2022/23 on the Chelsea site.

We have created this exciting new role to help support the Charity to deliver its aims and objectives of increasing awareness of its work, and the work of the hospital through the stories of patients and fundraisers, their family and friends.

This new role of Stories Officer will work with the Senior Stories Studies Officer to gather personal stories from people whose lives have been saved or improved by The Royal Marsden, and support them in telling their story to raise awareness and funds for the Charity so that it may continue to support the pioneering work of the hospital.

As the Stories Officer you will identify and interview patients, former patients and supporters who agree to share their stories and help manage these relationships. With the Senior Stories Officer's support you will maintain the case study database, provide stories and material to key stakeholders across the Charity and pitch case study stories to the media.

This role sits in the Marketing and Communications department, within the PR and Communications Team. It is a dedicated Charity role, working alongside other members of the PR and Communications Team (Trust and Charity).

2. Key areas of responsibility

- Work with colleagues within The Royal Marsden Cancer Charity to proactively and reactively identify and propose opportunities where case studies can support and amplify the work of the Charity, increasing awareness and supporting fundraising
- To identify and interview patients, their family and friends and supporters and write effective and powerful stories to meet the needs of the different fundraising departments within The Royal Marsden Cancer Charity, including cases for support, fundraising materials, direct marketing, social media, websites and publications
- Prioritise requests and proactive opportunities for case studies across the Charity, ensuring case studies are sensitively managed and Charity objectives are met
- Develop and agree, with the Senior Stories Officer, the media approaches where case studies can be used to maximise Charity announcements and news, and tell the story of the Charity's support
- Liaise with the media regarding case study opportunities and interviews
- Support stewarding existing case studies, ensuring up-to-date information is stored on the case study database and the photo library
- Ensure there is a range of case studies, across tumour types, types of treatment, age etc
- Liaise with clinical teams across the hospital to identify and update case study stories, including carrying out regular condition checks for continued photography and case study usage
- Work with the Senior Stories Officer, Social Media Manager and Videographer to create social media and video content that features case studies
- Showcase the stories of case studies across all channels to benefit The Royal Marsden Cancer Charity's work
- To ensure all records of Royal Marsden case studies comply with the Data Protection Act, the General Data Protection Regulation (UK GDPR) and are in line with Fundraising Code of Practice
- Promote best practices in the recruitment, use and support of case studies and in the systems used to store and manage their data
- Encourage all staff to identify new case studies in the course of their work and with the support of the Senior Stories Officer provide training and support for staff on how to do this
- To maintain the highest standards of ethical and personal practice in all of the above, and to ensure that patients' and supporter's wishes and rights are always fully understood and represented in all of these areas

Confidentiality and Data Protection

- .1. All employees of The Royal Marsden Cancer Charity must not, without prior permission, disclose any information regarding patients or staff (please also see the Charity's policy on Whistleblowing). In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal.

- .2. All employees should comply with the Data Protection Act and the General Data Protection Regulation (UK GDPR) which sets out requirements for how organisations will need to handle personal data.

4. Health and Safety

- a. All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and the charities policies on health and safety.

5. Customer Service Excellence

- a. All staff are required to support the Charity's commitment to developing and delivering excellent customer-focused service by treating patients, their families, donors, supporters, volunteers and staff with professionalism, respect and dignity.

6. Equality and Diversity Policy

- a. The Royal Marsden Cancer Charity is committed to eliminating all forms of discrimination on the grounds of age, disability, gender reassignment, marriage / civil partnership, pregnancy / maternity, race, religion or belief, sex and sexual orientation.

7. No Smoking Policy

- a. There is a no smoking policy at The Royal Marsden Cancer Charity.

8. Review of this Job description

- a. This job description is intended as an outline of the general areas of activity. It will be amended in the light of the changing needs of the organisation.

9. Employee Specification

Candidates must be able to demonstrate	Essential or Desirable	Assessed by
Experience		
Experience of writing features and profiles	Essential	Application form
Experience of working in or with a charity fundraising team, preferably in the healthcare sector	Desirable	Application form
Good copywriting skills for online and offline sources	Essential	Test
Experience managing information in databases and maintaining appropriate governance	Essential	Application form
Excellent interpersonal skills – able to demonstrate the ability to build effective and productive relationships with colleagues	Essential	Application form/Interview
Proven ability to identify, write and communicate engaging stories	Essential	Application form/Interview
Ability to empathise with personal stories and experiences	Essential	Interview
Good communication skills, written and verbal	Essential	Application form/interview
Ability to work to tight deadlines when necessary	Essential	Application form/Interview
Good interviewing and editing skills	Essential	Interview
Strong organisational, prioritisation and administrative skills	Essential	Interview

The above attributes have been identified by management to be necessary for this post, and will be used when short listing applicants for interview.