



## World Cancer Research Fund

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# Supporter Magazine Editor

CANDIDATE INFORMATION PACK

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For more information please visit our website [www.wcrf-uk.org](http://www.wcrf-uk.org)

To apply please email a cover letter and CV in English to [hr@wcrf.org](mailto:hr@wcrf.org)

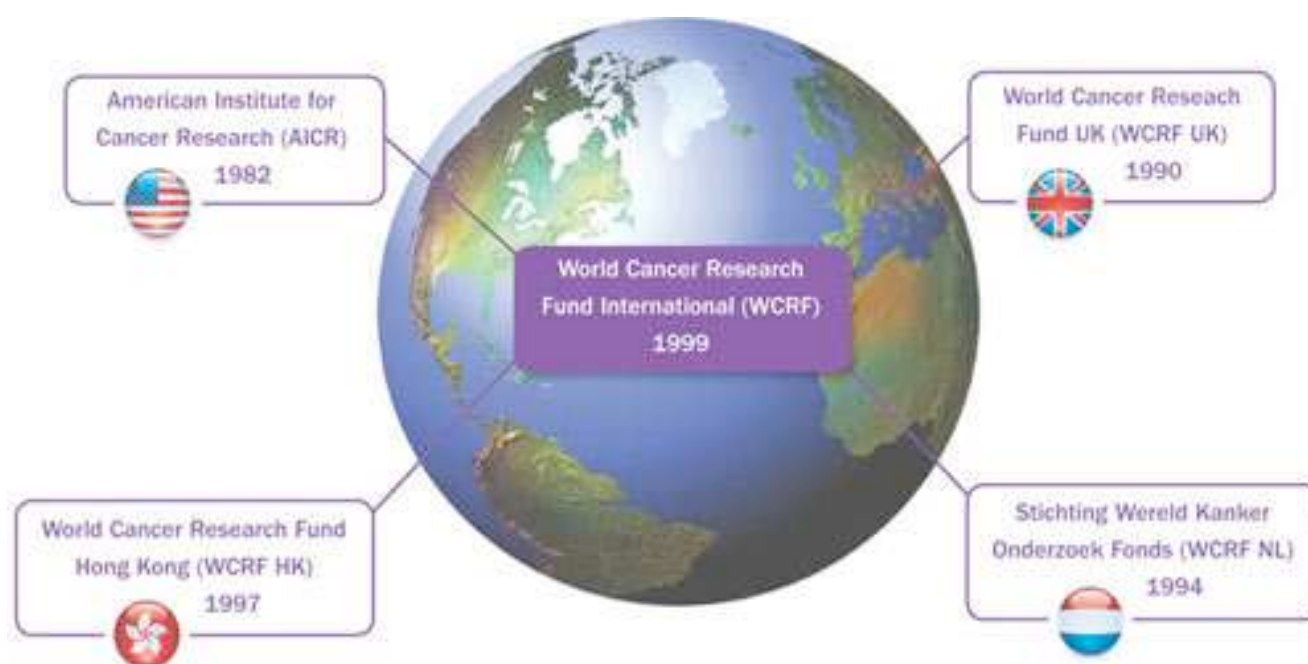
Covering letter (maximum 2 pages). Your letter should provide specific examples of **past achievements to demonstrate how you meet each criterion** of the Person Specification, and should also highlight how your skills and experience would benefit WCRF UK.

If you do not hear from us within 14 days of the closing date, please assume your application has been unsuccessful on this occasion. Please note that we only provide feedback to shortlisted candidates.

**Closing Date: 5pm, Sunday 14th September 2014**

## **BACKGROUND INFORMATION: World Cancer Research Fund International**

**WCRF International is the not-for-profit umbrella association that leads and unifies our WCRF global network of cancer charities dedicated to funding research and education programmes into the link between food, nutrition, physical activity, weight maintenance and cancer risk. WCRF International was created to maximise the potential of each national member, and by building a network of cancer charities, strengthen the global cancer prevention message. The national member charities are based in the US, UK, Netherlands, and Hong Kong.**



In particular, WCRF International plays a leading role in directing and supporting the research and policy activities of the WCRF global network. Following the launch of the [Second Expert Report](#), the [Continuous Update Project \(CUP\)](#) was established to maintain a central database of the accumulated evidence related to food, nutrition, physical activity and cancer. It is based on a live system of scientific data that is updated on an ongoing basis with any new research on cancer prevention published worldwide. This allows us to continuously monitor the research on cancer prevention and regularly review our messages. The database is one of, if not the, largest resource of existing scientific literature on food, nutrition, physical activity and cancer in the world. Working with researchers, health professionals, policy makers and other health organisations throughout the world, we provide people with the information they need to make choices that can reduce their chances of developing cancer.

**WCRF International shares the London office building with WCRF UK. To find out more about WCRF International: <http://www.wcrf.org/index.php>**

## **BACKGROUND INFORMATION: World Cancer Research Fund (WCRF UK)**

**World Cancer Research Fund (WCRF UK) is part of a global network of charities that are committed to preventing cancer. We fund cutting edge cancer research and provide people with the information they need to reduce their cancer risk. We prevent cancer by:**

- Funding scientific research: we award funding grants to universities and research centres across the UK and overseas that help further our understanding of the links between cancer risk and diet, physical activity and body fatness.
- Interpreting research: we take all the available scientific evidence and put it into context for the public.
- Health Information programmes: we give people the information they need to make informed choices about reducing cancer risk.

WCRF UK is registered with the Charity Commission in England and Wales (Registered Charity No. 1000739) and is also a member of the Fundraising Standards Board, signifying a high commitment to ensuring that fundraising practices are open, fair, honest and legal. WCRF UK also adheres to the Institute of Fundraising's Codes of Practice.



### **WCRF UK has the following divisions:**

#### **Health Information**

The main objective of the department is to translate scientific evidence on food and lifestyle into positive, motivating and practical messages for reducing the risk of cancer and to communicate these messages through various channels to our supporters, the general public, health professionals, children, workplaces and other specific audiences. Our resources are accredited by The Information Standard. Visit [http://www.wcrf-uk.org/cancer\\_prevention/index.php](http://www.wcrf-uk.org/cancer_prevention/index.php) to find out more.

#### **Communications**

The department is responsible for raising WCRF UK's profile across the country. For example, each year we secure articles in national newspapers about WCRF UK's cancer prevention messages, as well as hundreds more on television, radio, magazines and the regional and local press.

Visit <http://www.wcrf-uk.org/audience/media/index.php> to find out more.

#### **Fundraising**

WCRF UK's fundraising programmes include direct mail, committed giving, legacies, Gift Aid, corporate partnerships, outdoor and community events, unique campaigns such as Fruity Friday and Beat the Banana, trust and statutory fundraising, and major donors.

Visit <http://www.wcrf-uk.org/fundraising/index.php> to find out more.

#### **Supporter Services**

This team primarily supports fundraising activities by developing relationships with our charity's donors and potential supporters. The team also answers queries from the general public and provides essential support to other departments.

Visit [http://www.wcrf-uk.org/about\\_us/supporter\\_stories/index.php](http://www.wcrf-uk.org/about_us/supporter_stories/index.php) to read about our supporters.

*Further divisions are part of WCRF International (which shares the office space in London with WCRF UK), these are: Science & Communications and Operations.*

## WORLD CANCER RESEARCH FUND (WCRF UK)

### JOB DESCRIPTION

<b>Job title:</b>	Supporter Magazine Editor
<b>Reporting to:</b>	Head of Health Information
<b>Division:</b>	Health Information Department
<b>Location:</b>	WCRF UK, 22 Bedford Square, London WC1B 3HH
<b>Hours:</b>	22.5hrs/week – part time
<b>Duration:</b>	12 months, fixed term contract
<b>Salary:</b>	£29,000-£32,000 per annum pro rata

#### **Purpose of Post**

The Supporter Magazine Editor will lead one of our key supporter communications, Healthy You. You will develop the Healthy You programme, creating creative and engaging content that will help us meet our strategic aims, raise awareness of cancer prevention and drive donations.

You will have editorial responsibility for the magazine, and will write content; oversee design and layout; and manage the mailing and associated administration. The role will also drive a new online presence for Healthy You to attract a wider audience, including the general public.

This is a part-time position for one year. The person who fills this position will report directly to the Head of Health Information, and will work closely with other members of the Health Information Department. The role also involves working with other WCRF UK departments as required, particularly Communications and Fundraising.

#### **Main Duties and Responsibilities**

- Playing a lead role in shaping the strategic direction for Healthy You, offline and online
- Writing and producing 4 printed issues of Healthy You annually
- Establishing Healthy You online, to create and deliver a new digital presence
- Ensuring cohesive, integrated messaging that aligns with WCRF UK's other communications channels, helping us communicate our cancer prevention message
- Setting evaluation measures; monitoring and evaluating effectiveness – including the Healthy You annual survey

#### **A. Healthy You printed magazine**

- Evolving the Healthy You printed magazine so it stays fresh and engaging for our audience
- Generating content plans for the magazine and chairing editorial meetings
- Researching and writing copy
- Interviewing supporters and researchers for articles
- Briefing copywriters/contributors and sub-editing articles
- Developing and maintaining a database of suitable freelance writers
- Writing and co-ordinating the production of letters and memorial cards for inclusion in quarterly mailings
- Overseeing design and layout, working with our inhouse Design and Web teams
- Checking and approving proofs

## **B. Healthy You online**

- Developing the strategy for Healthy You's new online presence, considering digital content, format and social media
- Planning and implementing rollout of new digital content, working with our inhouse Web team

## **C. Information Standard**

- Following the Department of Health's Information Standard across all content, ensuring our editorial processes meet the Standard's rigorous requirements
- Ensuring that our stringent copy review process is adhered to, and that all copy is accurate and fact-checked

## **D. Administration**

- Overseeing budgets and reconciling invoices for the Healthy You programme, including monthly monitoring and yearly planning
- Liaising with the magazine mailing house and fulfilment centre
- Setting evaluation measures, and monitoring and evaluating effectiveness – including managing the annual survey
- Working with the mailing house to test any changes to the magazine, and regularly monitoring the performance of mailings
- Responding to supporter queries as appropriate

## **E. General**

- Identifying and sharing information across relevant departments to ensure our messages are communicated effectively
- Working with Communications and Fundraising departments, where projects involve our supporter audience
- Motivating, coaching, and encouraging the development of junior members of the team
- Keeping abreast of audience/supporter communications in the charitable and health sectors, to identify new opportunities for WCRF UK
- Undertaking any other tasks as directed by the Head of Health Information

## **PERSON SPECIFICATION**

### **Experience**

- Proven publishing experience, including writing, editing and producing newsletters or magazines for a consumer audience (ideally within the health or charitable sectors)
- Proven project management and measurement/evaluation experience
- Experience of online communications, including writing for the web and social media

### **Knowledge & Technical Skills**

- Excellent editorial and copywriting skills
- Excellent analytical and evaluation skills
- Skilled at using Office (ideally Mac) and content management systems

### **Personal Attributes**

- Ability to produce concise, well constructed written communications and present verbally in a clear and persuasive manner, tailoring health information messages to the needs of WCRF UK's audience
- Ability to initiate, develop and deliver new ideas and approaches to engage supporters through our programme; and keep abreast of communications approaches to similar audiences in the charitable and health sectors
- Ability to understand a wide range of technology, working with web team colleagues to develop the magazine's online presence: including web, social media and interactive formats
- Ability to plan, manage and lead cross-team/organisational projects, setting objectives and achieving them through own effectiveness and working with others
- Ability to manage and prioritise complex projects to deliver impressive results, even when faced with challenges
- Ability to provide in-depth job knowledge and expertise to advise internal and external stakeholders
- Ability to form mutually beneficial and respectful working relationships with colleagues, demonstrating collaboration with the team and across the organisation

### **Qualifications**

- Educated to degree level in English, journalism or similar

## **TERMS AND CONDITIONS:**

This is a part-time, 12 months fixed-term contract role. The salary for the post is £29,000-£32,000 per annum pro rata, plus benefits

### **SALARIES**

WCRF pays salaries into bank accounts once a month on the 26<sup>th</sup> of each month.

### **FLEXITIME SCHEME**

A flexi time scheme is in operation across the organisation. The daily requirement is to work 7.5 hours plus additional time of at least 30 minutes to up to a maximum of 1 hour and 30 minutes for lunch. The core hours are 10:00am-4:30pm, Monday to Friday when all employees must be present. Employees may arrive for work between 8:30am and 10:00am and leave between 4:30pm and 7:00pm.

### **ANNUAL LEAVE**

**The WCRF UK's holiday (annual leave) year runs from 1st October to 30th September.** Annual entitlement for full-time staff is in relation to length of service:

Less than 1 year of continuous service at the beginning of a holiday year: 25 days

1 year or more of continuous service at the beginning of a holiday year: 26 days

3 years or more of continuous service at the beginning of a holiday year: 28 days

5 years or more of continuous service at the beginning of a holiday year: 30 days

### **SICK LEAVE**

For full-time staff, WCRF UK allows up to 12 days sick leave in any year without deducting pay. This allowance is accrued at the rate of 1 day per month.

### **PENSION PLAN**

We have a voluntary contributory pension scheme. Members of the scheme contribute a min of 3% up to max of 5% of their salary. Contributions are deducted from salaries. The organisation matches a maximum of 5% (and offers a discretionary top up payment of up to 4% depending on the financial position of the organisation). You are eligible to join the scheme after successful completion of the probationary period.

### **PRIVATE HEALTHCARE**

We offer private healthcare for employees, which gives all employees access to private healthcare (hospital and outpatient care) by referral from NHS. You are eligible to join the scheme after successful completion of the probationary period.

### **DENTAL COVER SCHEME**

We offer all employees a contribution to their dental expenses by allowing employees to opt in to a dental cover scheme. You are eligible to join the scheme after successful completion of the probationary period.

### **LIFE ASSURANCE AND INCOME PROTECTION**

We cover all employees from their 1<sup>st</sup> day of employment and provide cover, which is equal to 4 x the individual's salary on death while employed along side critical illness cover.

### **PERMANENT HEALTH INSURANCE (PHI) SCHEME**

All permanent members of staff, up to the age of 65, whose normal hours of work are at least 15 per week, are covered by the organisation's Permanent Health Insurance (PHI) Scheme, at no cost to employees.

PHI is intended to provide income protection in the event of long-term illness or disability. The scheme provides an income replacement of up to 50% of the basic annual salary after a waiting period of 26 weeks, starting from the date a disability commences.

### **SEASON TICKET LOAN SCHEME**

Employees can take advantage of an interest free loan for a purchase of an annual travel ticket. The loan is repaid via equal deductions from the employee's salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

### **CYCLE TO WORK SCHEME**

Employees can take advantage of an interest free loan for a purchase of a tax-free bike or accessories. The loan is repaid via equal deductions from the employee's salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

### **CHILDCARE VOUCHERS**

WCRF UK offers its employees the opportunity to purchase childcare vouchers by exchanging part of their salary for childcare vouchers.

### **EMPLOYEE ASSISTANT PROGRAMME**

All employees, and their families, have access to a 24-hour confidential advice and support line.

### **DEVELOPMENT OPPORTUNITIES**

WCRF has an annual appraisal process in place during which individual development needs are discussed and training needs identified.

### **PROBATIONARY PERIOD AND NOTICE PERIOD**

The post-holder is subject to a 3-month probation period during which 1 week's notice on either part will apply. Following successful completion of the probationary period the post-holder will be on 3 month's notice period.

**SEPTEMBER, 2014**



## **HOW TO APPLY – THE RECRUITMENT PROCESS**

### **Timetable**

**Closing date for applications: 5pm, Sunday 14th September 2014**

**First interviews: W/C 22<sup>nd</sup> September 2014**

**Second interviews: W/C 29<sup>th</sup> September 2014**

### **To apply**

**If you would like to apply for this role please send your:**

- 1) CV
- 2) Covering letter (maximum 2 pages). Your letter should provide specific examples of past achievements to demonstrate how you meet each criterion of the Person Specification, and should also highlight how your skills and experience would benefit WCRF UK.
- 3) Equal Opportunities Monitoring Form

By e-mail or post to:

#### **E-mail:**

[hr@wcrf.org](mailto:hr@wcrf.org)

#### **Address:**

Human Resources  
WCRF UK  
22 Bedford Square  
London  
WC1B 3HH

#### **Phone:**

020 7343 4200

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## EQUAL OPPORTUNITY MONITORING FORM

### Equal Opportunity Monitoring

World Cancer Research Fund (WCRF UK) is committed to equal opportunities for all. Please help us monitor the effectiveness of our Equal Opportunity Policy by completing and returning this form. This will be separated from your application prior to assessment and used solely for statistical purposes.

**Post applied for:** \_\_\_\_\_

**Please tick the appropriate boxes below:**

**Gender:**                      **Male**            **Female**     

**Disability:**

WCRF UK welcomes applications from people with disabilities. The Disability Discrimination Act 1995 describes a disability as a physical or mental impairment which has a substantial and long term adverse effect on a person's ability to carry out normal day-to-day activities. Having read this definition, do you consider yourself to have a disability?

**Yes**                            **No**     

**Ethnic group:**

The categories indicated below are those recommended for use by the Commission for Racial Equality. How would you best describe your ethnic origin?

<b>Bangladeshi</b>	<input type="checkbox"/>	<b>Indian</b>	<input type="checkbox"/>
<b>Black – African</b>	<input type="checkbox"/>	<b>Irish</b>	<input type="checkbox"/>
<b>Black – Caribbean</b>	<input type="checkbox"/>	<b>Pakistani</b>	<input type="checkbox"/>
<b>Black – Other (please specify)</b>	<input type="checkbox"/>	<b>White</b>	<input type="checkbox"/>
<b>Chinese</b>	<input type="checkbox"/>	<b>Other (please specify)</b>	<input type="checkbox"/>

**Nationality:**

**UK**     

**Other (Please specify):**       \_\_\_\_\_

**Thank you for answering these questions.**