



We're looking for a **Brand Communications Manager (Fixed Term)** to join our team

**Salary:** Circa £40,000

**Base:** Central Edinburgh/hybrid

**Hours:** Full time and fixed term – Start date ASAP, approximate end date will be June 2026. Working 35 hours a week over core working hours of 10am – 3pm, Monday to Friday, with a one-hour lunch break. The office is open 8am – 6pm daily and our hybrid working policy requires all full-time employees to work at least two days a week in the Edinburgh office.

**Benefits:** 10% employer pension contribution; private medical insurance; employee assistance programme and counselling service; enhanced maternity/paternity/adoption pay; enhanced sick pay; 31 days' paid holiday/year plus four paid winter public holidays; 2-weeks fully remote working/year; three paid carer days/year; death in service benefit; cycle to work and travel season ticket schemes.

To support the Team's work-life balance, we work a nine-day fortnight where the charity is closed every second Friday.

## About the role and why we need you

We are looking for the ultimate brand ambassador for the charity. Someone with a clear understanding and knowledge of how to creatively execute and assess the brand at all touchpoints, drawing on their must-have experience across marketing and communication disciplines. Please note, this role is responsible for delivering corporate communications for the charity and is not a PR or content role.

We need a champion of our brand to protect and build understanding of its value at every opportunity. And who takes great pride in delivering standout, high quality brand communications collateral, to help increase our brand awareness and engagement with our supporters, known as Curestarters.

Is building credibility and cohesion of an organisation's brand story, through communications activity, publications and branded materials, where you shine? We would love to hear from you.

## Who are we?

At Worldwide Cancer Research, we start new cures. Cancer is still one of the leading causes of death worldwide, but cutting-edge science can give us hope. Discovery research seeks to uncover new knowledge that could change the way we think about cancer. It reveals new ways to prevent, diagnose, and treat cancer that can save lives.

We actively seek unconventional and imaginative ideas from scientists at all stages of their career, across the globe. In some cases, we are the only organisation that will fund a scientist's idea. We take an unbiased approach to research funding by focusing on supporting only the best ideas for new cures. By having a diverse research portfolio, we increase our chances of finding breakthroughs.

Our vision is of a day when no life is cut short by cancer, and we believe we can achieve this by starting the life-saving advances of the future by sowing the seeds of discoveries. Anyone that helps bring forward breakthroughs – including our staff, our supporters, and the researchers we fund – is a Curestarter.

As a charity, we are committed to opportunity without barriers, and we are striving to seek, value and learn from different perspectives and experiences. We want Worldwide Cancer Research to be an inclusive organisation – where everyone can be themselves and feel valued – as diverse as the scientific community we fund and the families whose lives we impact.

We are committed to ensuring that we provide equal opportunities to every applicant regardless of age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. We aim to ensure that our recruitment process is unbiased and that everyone is treated equitably. In support of this, we have pledged to 'Show the Salary' for our roles and we are registered as a Disability Confident Committed Employer – because our team members are at the heart of everything we do to start new cancer cures around the world.

To help start new cancer cures and save lives, we are looking for a Brand Communications Manager (Fixed Term) to join the Brand & Communications team at Worldwide Cancer Research, to help the charity run its multi-million-pound funding programme for discovery cancer research.

### How do I apply?

- **Please email your CV with your cover letter to:** [recruitment@worldwidecancerresearch.org](mailto:recruitment@worldwidecancerresearch.org) and tell us where you first saw this role advertised.
- You will find the full **job profile** and our **benefits** on [Worldwide Cancer Research careers](#)
- Closing date is Monday 10 March 2025, 12 noon.
- **Interviews will be held in person in Edinburgh on Wednesday 2 April** – we will contact all applicants as soon as possible after shortlisting for interview.
- We are a disability confident committed employer – please contact Paula Cahill, our HR Manager, if you have any questions about our recruitment process, accessibility and adjustments to support you: [paulac@worldwidecancerresearch.org](mailto:paulac@worldwidecancerresearch.org)
- Please note your cover letter will be key to the success of your application and applications without cover letters may not be considered.



- Please consider the use of AI in your application carefully, we would prefer original cover letters reflecting your individuality and suitability to the role.

## Additional information

### Award

Worldwide Cancer Research is a team of around 50 and we run an annual Employee Engagement Survey; in 2024 we achieved a 93% positive response to 'I would recommend Worldwide Cancer Research as a good place to work'.



### Privacy

We will hold your application data on file for six months after the end of the recruitment round, after which your data is deleted or destroyed. Please view our [Recruitment Privacy notice](#) . Thank you for your interest in our work.

### Post: Brand Communications Manager (Fixed Term)

**Responsible to:** Head of Brand & Communications

### Key contacts/relationships:

Internal - all Team Worldwide

External - agencies, freelancers, ambassadors, partners, supporters (known as Curestarters), stakeholders

### Purpose:

To be the ultimate brand ambassador for the charity with clear understanding and knowledge of how to creatively execute and assess the brand at all touchpoints.

To deliver significant increases in brand awareness and engagement by building credibility and cohesion of the charity's brand story through standout communications activity, publications and branded materials.

To champion and protect the brand, and to build understanding of its value at every opportunity.

To support the charity's Fundraising & Philanthropy, Research Funding, Marketing and HR campaign and communications activity.

### Key areas of focus:

- Critical creative assessment according to Brand Guidelines
- Copywriting
- Creative campaigns
- Branded items and materials

- Publications
- Brand asset management and compliance
- Employer brand and communications

**Key responsibilities:**

- Develop and deliver creative on-brand communications activity by working closely with the Marketing & Fundraising, Research Funding and HR teams, and external agencies, as appropriate.
- Be the guardian of brand and communications consistency across Worldwide Cancer Research, via a suite of up to date, on-brand materials and assets for both internal and external use.
- Act as the creative lead on brand awareness and fundraising campaign initiatives.
- Working closely with both the Marketing & Fundraising and Research Funding directorates, deliver a bank of materials and range of design formats to deliver complex science content in a relatable way.
- Maintain the charity's tone of voice and key messaging, be a trusted source of high-quality written materials and proofer of communications activity, advising on latest copy guidelines.
- Support new staff inductions on the use of the brand, coordinating with the HR team.
- Organise and manage the brand assets appropriately and in line with the charity's Information Governance Framework.
- Track, analyse and report on the charity's brand health and performance through brand awareness tracking tools.
- Keep up to date with latest trends in brand awareness-raising in all formats and channels and implement into brand communications activity.
- Help identify potential partnership opportunities to boost the charity's brand profile.
- Ensure all activity is compliant with relevant data protection legislation and in line with organisational information governance policies.

**Generic information for all roles**

- The responsibilities described within the job description are not intended as exclusive or exhaustive. They are to highlight the major tasks and duties of the role, and the post holder may be required to undertake other duties that are consistent with the overall purpose of the role.
- It is expected that every job description will be subject to a regular review. In addition, posts may be reviewed where there is a change in the requirements of the charity.
- Attend regular team training as required.
- Every member of staff is expected to be a role model to others within the charity and those they encounter in the course of their duties, upholding the charity's values.

**Person specification:**

Requirements	Essential	Desirable
<b>Educational attainment</b>	Relevant experience and/or related training.	Communications or Marketing degree or equivalent qualification/experience.
<b>Experience</b>	<p>Working across a broad range of marketing and communication disciplines.</p> <p>Generating and assessing high-quality brand design and copy for use across multi channels in different, concurrent campaigns.</p> <p>Proofreading and copywriting.</p> <p>Collaborative projects requiring effective verbal and written communication.</p>	Third sector experience.
<b>IT experience</b>	Highly computer literate and proficient in MS Office software.	
<b>Skills and aptitudes</b>	<p>Enthusiasm for and a commitment to brand and communications.</p> <p>Excellent organisational and planning skills with the ability to prioritise workload and competing deadlines.</p> <p>An outside in creative and progressive mind-set.</p> <p>Ability and willingness to speak up if products are ‘off brand’ to protect the charity’s brand unique position.</p> <p>Proactive and results driven.</p> <p>Excellent interpersonal skills within teams, with an aptitude for building effective working relationships with colleagues at all levels internally and externally.</p> <p>Strong attention to detail.</p> <p>Professionalism, including discretion, integrity and reliability.</p>	
<b>Interests</b>	<p>Brand design and execution.</p> <p>Charity work.</p>	Appreciation of discovery cancer research.

	Professional learning and development.	Knowledge of Worldwide Cancer Research.  Third sector networking.
<b>Other requirements</b>	<p>Willingness to understand the vision, mission and strategy of Worldwide Cancer Research.</p> <p>Commitment to attend training courses to update knowledge and skills.</p> <p>Commitment to diversity and inclusion.</p> <p>Willingness to demonstrate the charity's values.</p> <p>Occasional travel throughout the UK if required for meetings/key events.</p>	