



WE DELETE BLOOD CANCER

JOB DESCRIPTION

Job Title External Affairs Officer	Department Communications and Engagement
Responsible to Senior External Affairs Manager	Direct Reports None

LOCATION

London, Chiswick

PURPOSE

The purpose of this role is to support DKMS UK's external affairs and communications work so as to position the organisation as a crucial, innovative and influential player in the blood cancer and wider healthcare sector. The role-holder will be responsible for external affairs research, planning and delivery that will enable DKMS UK to reach and engage public audiences and the healthcare professional sector. The role holder will lead on engagement with health-related policy makers, opinion leaders and influencers, either within the health service, government/parliament and/or the civil service.

The remit of the External Affairs Officer is to work across all areas of public affairs and corporate communications with colleagues throughout the organisation.

Communications and Engagement Department

The department ensures that the DKMS brand is enhanced amongst the public in the UK, with the goal of raising awareness and motivating people to register as potential blood stem cell donors.

The team also supports the activities of other departments.

At a global level, DKMS also operates an International Marketing Team, primarily based in Germany, that coordinates some additional global initiatives.

The remit of the External Affairs Team spans media and public relations, public affairs, corporate communications, internal communications and celebrity engagement

KEY RESPONSIBILITIES

To implement the external affairs programme covering:

- **Public Affairs:** to drive public affairs activity with the PR Officer, including to:
 - Regularly review and report on the impact of public policy and regulatory issues including how to mitigate their impact and strategies for influencing their design.
 - Draft papers to provide the Senior Leadership Team with the steps being taken to minimise the impact or maximise the benefits of major public policy and regulatory issues likely to affect DKMS UK.
 - Lead cross-functional production of briefing materials for senior leadership's engagement with UK ministers, senior politicians, civil servants, and other key policy-makers or opinion leaders.
 - Develop high-quality written submissions to government departments, parliamentary select committees, regulators and other relevant bodies.
 - Maintain a register of MPs, MSPs, AMs and MLAs with an affinity to DKMS UK and the cause; develop programme of activities to establish and nurture relationships with selected politicians.



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- Represent DKMS at key meetings and fora, such as the Blood Cancer APPG and the Stem Cell Transplantation APPG, Blood Cancer Alliance, etc, and circulate notes from the meeting to relevant staff.
- **Stakeholder/Healthcare Engagement:**
 - Research political, social and business environments to identify issues where there are opportunities for us to engage with policy makers, the healthcare sector and other stakeholders working in the field of blood stem cell donation and transplantation.
 - Work with the Senior External Affairs Manager to deliver a stakeholder engagement communications plan to ensure regular and consistent messaging is shared with DKMS UK's key stakeholder groups including transplant centres, healthcare practitioners, policy-makers and donor recruitment partners, etc.
- **Corporate Communications:** to deliver a range of activities including:
 - Supporting issue and reputational management, working closely with the Senior External Affairs Manager and Head of Department.
 - Overseeing the content delivery for a quarterly external e-newsletter for registered blood stem cell donors, liaising with colleagues across DKMS in the UK to source content.
 - Leading on the delivery of internal communications, in particular those relating to changing policies or regulatory frameworks or related to our stakeholders.
 - Having input into and supporting the Senior External Affairs Manager with annual planning.

4. General duties

- To keep up to date with innovative marketing approaches and share learnings with the team.
- To be current and knowledgeable about blood stem cell donation and the DKMS global and national mission, goals and brand propositions to its various target audiences.
- To keep up-to-date with developments and learning in stem cell donor recruitment/registration and transplantation.
- To comply with the organisation's health and safety, confidentiality, data protection and other policies, including those relating to advertising standards, the Human Tissue Authority and NHS Blood and Transplant standards.
- To meet with Senior External Affairs Manager for the purpose of regular supervision and appraisal.
- To participate in staff training, organisation/team meetings and events, as required.
- To promote equality of opportunity and anti-discriminatory practices.
- Any other duties deemed appropriate by the Senior External Affairs Manager or Head of Communications and Engagement, subject to time and commensurate with level of responsibility and salary.

Person Specification

It is not expected that the successful candidate will necessarily have experience / competency in all the areas highlighted below. Support and training will be provided.

Knowledge, experience and expertise

1. At least three years' demonstrable experience in an external/public affairs or lobbying/influencing role, ideally within the charity sector.
2. Relevant degree or post-graduate qualification, or demonstrable equivalent experience.

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3. Demonstrable experience of influencing change in public policy within a dynamic public affairs environment.
4. In depth understanding of the public policy development process and excellent knowledge and understanding of the workings of UK and European institutions (as relevant to the healthcare sector).

Skills and abilities

5. Ability to articulate the impact of public policy on business practice and vice-a-versa.
6. High-quality written skills and practical experience in drafting material for use by regulators, senior executives or politicians, including key messages, reports and proposals.
7. Keen attention to detail.
8. Sensitivity and empathy in working with patients and their families.
9. Ability to work well under pressure, with exceptional prioritisation skills to meet conflicting deadlines.
10. Team player and relationship builder, particularly with journalists and key opinion leaders, so as to generate impactful media coverage and influence public opinion.
11. Influencing skills.
12. Confident public speaker, with spokesperson media experience.
13. A proactive, flexible and friendly manner.
14. Willingness to travel intermittently nationally and, on occasion, internationally.

* The role involves some national and international travel for the purposes of attending communications/campaign-related meetings and events, and as part of DKMS group-wide activities.

Values

DKMS works to a set of core values which it seeks to uphold and implement in everything it does, including leadership and management practices. The illustration below summarises DKMS' core values and how these translate into organisational and individual behaviours.



Personal competencies

The table below sets out how our values relate to the competencies required for this role.

Competency area	Abilities/expertise/knowledge
Strives to make an impact is committed to exceeding expectations

	<ul style="list-style-type: none"> ● Confident about proposing new ideas and solutions to the Head of Department; team members and other colleagues in order to develop exciting and inspiring external affairs coverage that will inspire people to register as blood stem cell donors and/or support DKMS UK's vision and mission. ● Not afraid to challenge ways of working in order to bring about improvements in working practices ● Able to analyse previous campaigns and coverage with a view to improving them and making them more impactful and influential ● Confident that will succeed in delivering personal objectives ● Confident in communicating to others, both internally and externally ● Confident in making new approaches to key contacts within companies and organisations with a potential for partnership with DKMS UK ● Takes responsibility for managing own work and commitments ● Goes the extra mile to deliver results
Self-starter	<p><i>... is highly motivated and open to challenging oneself</i></p> <ul style="list-style-type: none"> ● Able to work on own initiative and identify what needs to be done before being asked ● Thrives on challenges and remains focused under pressure ● Demonstrates ambition and an eagerness for personal development ● Has a 'can do' approach to dealing with work challenges and dilemmas
Inspired by our vision	<p><i>... is committed to the fight against blood cancer</i></p> <ul style="list-style-type: none"> ● Works with passion, enthusiasm and dedication ● Demonstrates a strong sense of empathy towards patients, donors, supporters and colleagues ● Understands the role DKMS UK plays within the global DKMS group ● Able to communicate and explain the mission of the organisation clearly and passionately ● Uses own knowledge and expertise of blood stem cell donations, collections and transplants to promote DKMS UK's vision and work ● Understands the needs of people affected by a blood cancer diagnosis or blood disorder and who need to find a blood stem cell donor to give them a second chance of life ● Uses that knowledge and understanding to develop creative and inspiring external affairs coverage. ● Confident in talking with donors, patients and their families

Competency area	Abilities/expertise/knowledge
Team player	<p>... has the ability and desire to work cooperatively with other team members</p> <ul style="list-style-type: none"> ● Provides assistance, information and support to team colleagues, as well as building and maintaining relationships across the organisation and internationally with other DKMS entities ● Respects others and embraces the values of diversity, equality, integrity and trust ● Listens and responds constructively to other team members' and colleagues' ideas ● Forms good working relationships with people in other departments throughout DKMS, both in the UK and overseas
Executes with excellence	<p>... works diligently and continuously produces high quality work</p> <ul style="list-style-type: none"> ● Effectively prioritises workload and works independently ● Achieves established goals within deadlines ● Has excellent attention to detail, ensuring processes and procedures are recorded and documented to high standards ● Develops creative, inspiring and influential external affairs coverage that is well-planned and implemented ● Communicates clearly and articulately with potential stem cell donors, and with colleagues and other stakeholders
Embraces opportunities	<p>... challenges the status quo and looks for opportunities to implement new methods of working</p> <ul style="list-style-type: none"> ● Open to different ideas, approaches, procedures and technology that can improve the way we generate external affairs coverage in order to recruit donors and manage the registration process ● Understands the importance of outcome and impact measures and monitoring and uses such data to inform future work and planning ● Able to adapt to new situations with a positive approach to change ● Seeks opportunities to learn from colleagues both locally and internationally ● Considers developments in other similar organisations, learning from their experiences and introducing relevant information, ideas and intelligence for the benefit of DKMS

Conditions of Employment

- 37.5-hour week, Monday to Friday (9am – 5pm).
- 25 days' holiday per annum (plus public holidays) – increments after two years' service, up to a maximum of four additional days per year.
- DKMS pension scheme – employer DKMS pension scheme – automatic enrolment contribution rate: 3% employee, 5% employer.

Benefits

- Corporate Eye-Care Scheme
- Cycle to Work Scheme
- Season Ticket Loans
- Further information on staff benefits are covered on our website.