



**WE DELETE BLOOD CANCER**

**JOB DESCRIPTION**

<b>Job Title</b> Senior External Affairs Manager	<b>Department</b> Communications and Engagement
<b>Responsible to</b> Head of Communications and Engagement	<b>Direct Reports</b> Senior PR Officer Senior PR and Celebrity Officer External Affairs Officer

**LOCATION**

London, Chiswick

**PURPOSE**

The purpose of this role is to lead 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 media/PR, communications and public affairs strategy, planning and delivery that will enable DKMS UK to reach and engage public audiences and the healthcare professional sector. The role holder will also be responsible for developing engaging and persuasive messaging, communications and media campaigns that promote and engage audiences with the urgent need to recruit more blood stem cell donors and to address the inequality and inequities in blood stem cell transplantation.

**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 function spans public relations, public affairs, corporate communications, internal communications and celebrity engagement This role manages a small team of three staff; a Senior PR Officer, a Senior PR & Celebrity Officer and an External Affairs Officer.

**KEY RESPONSIBILITIES**

To work closely with the Head of Department to manage the development of the annual integrated UK external affairs and communications strategy and plan. As part of the annual integrated planning cycle, this role-holder will agree and deliver external affairs and communications campaign activity with internal UK departments, reviewing briefs, developing proposals, building them into the annual plan, before then implementing them and monitoring/measuring their effectiveness.

The role-holder will work with the other managers in the Department to oversee the delivery of the agreed communications and campaigns and promotional activity to support the annual plan, and as relevant, global/international activity requested by the Global Communications Team.

**1. Public relations:** to further develop our existing PR function, including:

- Leading a busy press office, managing proactive and reactive PR activity
- Managing a small team of staff to draft and issue press releases covering all aspects of DKMS UK’s work but particularly in support of our donor recruitment and fundraising activity. Ensure proactive follow-up with key journalists/publications.



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- Leading on developing and delivering national and regional PR activity to support marketing and communications campaigns.
- “Selling-in” influential and impactful media stories and content to national and specialist broadcast, online and print media.
- Managing the PR content calendar, developing educational content (to drive understanding of the importance of registering and to explain what donating involves) and raising awareness by hooking onto notable events such as Blood Cancer Awareness Month and Black History Month.
- Interviewing patients and donors, including handling the production of short films.
- Managing the relationship with our PR agency, ensuring value for money and high quality output.
- Working closely with digital marketing colleagues, providing content for social media and the DKMS UK website.
- Managing the delivery of media monitoring, reporting and logging.
- Building relationships with key health specialist journalists and PR colleagues in other blood cancer charities such as Anthony Nolan.
- Briefing internal spokespeople and source/provide media training.
- Liaising with international DKMS PR colleagues regarding the delivery of pan-country activity as applicable.

### 2. **Public affairs and influencing:** to support the External Affairs Officer to deliver a public affairs, lobbying and influencing programme, including:

- Overseeing the development and delivery of a public affairs, lobbying and influencing programme that positions DKMS UK as a leading organisation in the UK blood stem cell sector and environment, and as an influential and innovative voice in improving outcomes for stem cell transplantation and for patients with blood cancers and disorders.
- Providing strategic advice and guidance to senior leadership on a regular basis of the potential impact of major public policy and regulatory issues likely to affect DKMS, and the steps being taken to minimise their impact or maximise their benefits.
- Regularly presenting to the Senior Leadership Team (SLT) and other managers on the impact of public policy and regulatory issues including how to mitigate their impact and strategies for influencing their design.
- Working with the CEO and Head of Department to develop DKMS's position on key industry/sector issues and policy fora.
- Representing DKMS UK in discussions with Government officials, special advisers, members of parliaments and assemblies of the four nations of the UK, and any other key opinion leaders; preparing senior leadership for engagement with UK Government Ministers and senior politicians.
- Leading cross-functional production of briefing materials for senior leadership's engagement with UK Government Ministers and senior politicians.
- Developing high-quality written submissions to government departments, parliamentary select committees, regulators and other relevant bodies.
- Leading cross-functional working groups to respond to Government consultations that would impact on DKMS UK's operating environment.
- Deepening our relationships and networking strategy across key Government departments including DHSC, DHCLG, etc.
- Representing DKMS UK at key external meetings such as the Blood Cancer APPG and the Stem Cell Transplantation APPG, Blood Cancer Alliance, etc.



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**3. Celebrity engagement:**

- Working with the Senior PR & Celebrity Manager to develop and deliver a celebrity and engagement strategy for the organisation.
- Supporting the Senior PR & Celebrity Manager to develop and manage existing and potential celebrity and influencer relationships, and develop an engagement programme for long-term supporters.

**4. Healthcare engagement:**

- Working with the SLT to develop and deliver a healthcare engagement programme that ensures and maintains the reputation of DKMS UK as a reliable, supportive and innovative partner for healthcare organisations and institutions and the healthcare professionals that work in them.
- Overseeing the delivery of messaging and content for all communications to healthcare organisations and individuals.

**5. Corporate Communications:** to deliver a range of activities including:

- Playing a lead role in issue/reputational management, working closely with the Head of Communications and Engagement.
- 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.
- Overseeing bespoke communications and support for external stakeholders, such as donor recruitment partners.
- Leading on the delivery of internal communications, supporting the Senior PR Officer to maintain and develop the UK content for Pulse (DKMS' global intranet).
- Providing communications support for events led by other departments, including our UK Fundraising Gala and other engagement events.
- To lead on the planning and delivery of communications led events such as press conferences etc.

**6. General duties**

- To line manage the staff in the External Affairs Team, ensuring they work to clear objectives and are supported and motivated to deliver effective and impactful work.
- To keep up to date with innovative external affairs and communications 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 Head of Communications and Engagement 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 Head of Communications and Engagement, subject to time and commensurate with level of responsibility and salary.



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### **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 five years' demonstrable experience in a similar broad-based external affairs or PR/Communications role (including agency management and internal communications), ideally within the charity sector.
2. Relevant degree or post-graduate qualification, or demonstrable equivalent experience.
3. Clear experience of issues management and working in dynamic public affairs environment,
4. In depth understanding of the public policy development process and the workings of relevant UK and European institutions.
5. Experience of working within a busy press office, proactively seeking opportunities and pitching stories.
6. Proven experience of developing and implementing campaign plans.
7. *Desirable, but not essential:* Experience of working for an international organisation.

#### *Skills and abilities*

8. Ability to articulate the impact of public policy on business practice and vice-a-versa.
9. High-quality writing and proof-reading skills, with keen attention to detail.
10. Ability to draft material for use by regulators, senior executives or politicians, including key messages, reports and proposals.
11. Excellent leadership and management skills.
12. Strong relationship-building skills, particularly with journalists and key opinion leaders, so as to generate impactful media coverage and influence public opinion.
13. Confident public speaker, with spokesperson media experience.
14. Sensitivity and empathy in working with patients and their families.
15. Ability to work well under pressure, with exceptional prioritisation skills to meet conflicting deadlines.
16. Budget management skills.
17. Creative thinker.
18. Proactive, self-motivated and decisive.
19. Ability to adapt to new and changing situations.

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 ...	<p><i>... is committed to exceeding expectations</i></p> <ul style="list-style-type: none"> <li>• Confident about proposing new ideas and solutions to the Head of Department,; team members and other colleagues in order to develop exciting and inspiring campaigns and coverage that will inspire people to register as blood stem cell donors and/or support DKMS UK's vision and mission.</li> <li>• Prepared to challenge ways of working in order to bring about improvements in working practices</li> <li>• Able to analyse previous campaigns and coverage with a view to improving them and making them more impactful or persuasive</li> <li>• Confident that will succeed in delivering personal objectives</li> <li>• Confident in communicating to others, both internally and externally</li> <li>• Confident in making new approaches to key contacts within companies and organisations with a potential for partnership with DKMS UK</li> <li>• Takes responsibility for managing own work and commitments</li> <li>• Goes the extra mile to deliver results</li> </ul>
Self-starter	<p><i>... is highly motivated and open to challenging oneself</i></p> <ul style="list-style-type: none"> <li>• Able to work on own initiative and identify what needs to be done before being asked</li> <li>• Thrives on challenges and remains focused under pressure</li> <li>• Demonstrates ambition and an eagerness for personal development</li> <li>• Has a 'can do' approach to dealing with work challenges and dilemmas</li> </ul>
Inspired by our vision	<p><i>... is committed to the fight against blood cancer</i></p> <ul style="list-style-type: none"> <li>• Works with passion, enthusiasm and dedication</li> <li>• Demonstrates a strong sense of empathy towards patients, donors, supporters and colleagues</li> <li>• Understands the role DKMS UK plays within the global DKMS group</li> <li>• Able to communicate and explain the mission of the organisation clearly and passionately</li> <li>• Uses own knowledge and expertise of blood stem cell donations, collections and transplants to promote DKMS UK's vision and work</li> <li>• Understands the needs of people affected by a blood cancer diagnosis or blood</li> </ul>

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

### 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.



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- 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.