

JOB DESCRIPTION

Job Title: Storyteller

Department: Marketing & Communications

Reporting to: PR & Communications Manager

Location: Home and head office

PURPOSE OF ROLE:

To bring our work to life with people stories including those affected by cancer, as well as our volunteers, fundraisers, and supporters.

To meet with people and sensitively convey their personal experiences in an authentic and impactful way.

To support our strategic aims by developing stories into different formats for use across the charity.

MAIN DUTIES AND RESPONSIBILITIES

- Meet and talk to people, either virtually or face-to-face, listen to their experiences and work with them to make sure they are told in a powerful and authentic way.
- Bring stories to life in different formats including long-form pieces, social media content, or working with the Digital Content Producer to create video.
- Work with PR & Communications Manager to identify the most impactful stories across the charity to reflect our own priorities or to meet - sometimes urgent - requests from the media.
- Build and maintain strong and lasting professional relationships with individuals sharing their stories, making regular contact so we are kept up to date with progress, news or change in circumstances.
- Work with the team to manage our story database, making sure we have a diverse range of case studies and correct permissions in line with our policies and processes.
- Manage workload and deadlines to create timely and high-quality content to promote our services, fundraising activities, awareness campaigns, and events.

Prepared by: Head of Marketing & Communications

Date Prepared: 01/06/24

PERSON SPECIFICATION

	Essential	Desirable
Experience & Knowledge		
Demonstrable experience in writing and creating engaging content in different formats including long and short form.	●	
Experience of adhering to brand guidelines and tone of voice.	●	
Experience of building relationships and working empathetically with people in sensitive situations.	●	
Background in journalism or copywriting with published pieces of writing.		●
Experience of working with the press and media.		●
Experience of working in third sector.		●
Skills, Aptitudes & Abilities		
Strong listening and verbal communication skills, the ability to interview and convert conversations into well written and powerful stories.	●	
Creative thinking, with the ability to identify and develop stories, campaigns and content for the media and other channels.	●	
Excellent copywriting skills, with an accessible and engaging style.	●	
Exceptional attention to detail.	●	
Strong interpersonal skills, able to build rapport and relationships with people at all levels (both internally and externally) and talk to people in a caring and empathetic manner.	●	
Strong organisational skills and keen attention to detail, in order to keep accurate and GDPR compliant records, plan and schedule multiple projects and hit deadlines	●	
Photography and basic video editing skills.		●
Ability to communicate through the medium of Welsh or a willingness to learn.		●

FLEXIBILITY STATEMENT

In addition to the duties and responsibilities outlines, you must be prepared to undertake such additional duties which may result from changing circumstances, but which may not of necessity change the general character or level of responsibility to the post.

CONFIDENTIALITY

Ensure, in the course of employment, complete confidentiality is maintained in respect of the Charity, its dealings, transactions, affairs and all other information relating to clients, participants, associates, staff etc. and to ensure that all information relating to the above is processed in accordance with the Data Protection Act 2018 and the EU General Data Protection Regulation ('GDPR')

COMPETENCE

You are responsible for limiting your actions to those which you feel competent to undertake. If you have any doubts about your competence during the course of your duties you should immediately speak to your line manager.

RISK MANAGEMENT

It is a standard element of the role and responsibility of all staff within the Charity fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

HEALTH AND SAFETY REQUIREMENTS

All employees of the Charity have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable the Charity to meet its own legal duties and to report any hazardous situations or defective equipment.

SMOKING

All employees, whilst in Tenovus Cancer Care's employment, are required to adhere to the Charity's no smoking policy. Any breach of this policy will be deemed as gross misconduct.

WORKING WITH VOLUNTEERS

All employees, whilst in Tenovus Cancer Care's employment, may be required to recruit and manage volunteers. This is an expectation for all roles at Tenovus and full support will be provided by Tenovus' Volunteering department.

EQUAL OPPORTUNITIES

The Charity is committed to providing equal opportunities in employment and to avoiding unlawful discrimination in employment and against customers. All employees are expected to promote equal opportunities for staff and clients in accordance with the Charity's Equal Opportunity Policy and Procedure.

VALUES

The charity works within a culture that reflects the following values – Respectful, Bold, Creative, Supportive and Inspiring. All employees are expected to demonstrate and reflect these values in their day-to-day activities.