



# Wereld Kanker Onderzoek Fonds

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## Manager, Health Information

### CANDIDATE INFORMATION PACK

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

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

In your cover letter, you should provide one or two specific examples of past achievements that demonstrate how you meet each listed criterion on the Person Specification.

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.

## JOB DESCRIPTION

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Job title:	<b>Manager, Health Information</b>
Organisation:	Wereld Kanker Onderzoek Fonds (WCRF NL)
Division:	Education and Communications
Reports to:	Operations Manager
Based in:	Amsterdam office
Contract:	One year, with prospect of permanent employment
Hours:	37.5 hours per week
Monthly salary level:	€ 3.000 – € 4.000 (@ full time)

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### JOB OVERVIEW

The Manager, Health Information promotes the public image of Wereld Kanker Onderzoek Fonds (WCRF NL) and oversees the delivery of its health message to a range of audiences through whatever verbal, printed and electronic means appropriate. The postholder is responsible for all education programmes, communication activities including public relations, media relations, community outreach and corporate relations.

This role will manage and oversee the work of the Education Manager, the Communications Coordinator and the Education Officer.

### DUTIES AND RESPONSIBILITIES

#### STAFF MANAGEMENT:

- Managing the workload of the education & communications staff
- Coordinating and planning departmental work ensuring that deadlines are met
- Coaching and motivating staff members
- Mapping out development and training opportunities
- Recruiting and training new members of staff

#### PUBLICATIONS:

- Consider and develop messages and vehicles that will enhance public awareness and acceptance of WCRF NL and its approach to cancer prevention in The Netherlands.
- Directs planning, development, production and delivery of all educational materials including newsletters, booklets, leaflets and health aids designed to educate WCRF NL's various target audiences about the dietary and lifestyle choices that can reduce cancer risk.
- Plans development, production and delivery of all corporate publications including the Annual Report, auxiliary reports and corporate brochures.

#### MEDIA:

- To review current media contacts and media activity. To actively manage the Communications Coordinator and to oversee the development and implementation of a corporate Communications Plan to gain maximum coverage for WCRF NL.

- To manage and oversee the day to day execution of the Communications Plan, including development of all media contact materials, press releases, syndicated articles, media conferences, briefings and events.
- To develop effective and influential relationships with journalists and the media to positively increase the profile of WCRF NL.
- Oversees WCRF NL website development including content and creative design.

#### **COMMUNICATIONS:**

- Oversees the planning, development and implementation of educational outreach programmes including seminars, special conferences, children's/schools programmes and the marketing of new ventures – to health professionals in particular
- With executive staff, defines positions on public health policy and develops collaborative relationships with policy influencers and makers.
- Develops and manages corporate relations with relevant health agencies and organisations.
- Responsible for the accuracy, consistency and effective expression of all public statements issued by WCRF NL; maintains standards of excellence in all written statements and graphic design produced by WCRF NL.
- Represents WCRF NL and participates in Global Education and Communication meetings to discuss collaborative ideas.
- Represents WCRF NL as spokesperson before organisations, agencies, the media and other audiences as appropriate.

#### **GENERAL:**

- Oversees the education and communications budget which includes: managing the planning, monitoring and evaluating through the Education Manager and the Communications Coordinator.
- Oversees and strengthens systems to monitor and evaluate all PR campaigns, educational programmes and benchmarking new activities.
- Reviews all health information materials and ensures that the correct procedures are carried out for all programmes.
- Works closely with the Education Manager, Communications Coordinator and Fundraising Manager to ensure consistency of messages and value added to each other's activities.
- Ensures the WCRF NL Operations Manager is kept informed of all key developments and that the agreed approval processes are observed.
- Network outside of the organisation to raise the profile and awareness of WCRF NL to new and expanding audiences
- To undertake other duties as directed by the Operations Manager.

- To work as part of a team, and take on other roles and responsibilities when appropriate.
- Participate and contribute in discussions on the organisation's policies and strategic development.

## **PERSON SPECIFICATION**

### **Qualification:**

- Educated to degree level

### **Experience:**

#### ***Essential***

- Significant experience of managing in health promotion, health education, public relations or similar function in a health-related organisation.
- Broad experience of developing health information programmes with proven abilities in changing opinion or behaviour in the general public.
- Proven experience of writing and producing high quality materials, press releases, corporate publications and or web content including a good understanding of print and the potential of web development.
- Proven experience in operating at a senior level providing clear strategic direction and delivering on ambitious objectives.
- Proven experience of leading and managing a team (including experience of setting common objectives, quality control, evaluation, motivation, performance management, development and training) and strong team-building skills.

#### ***Desirable***

- An able and confident public speaker with experience of being a spokesperson
- Experience of working in a health, education or nutrition related environment
- Knowledge or experience of the not-for-profit sectors

### **Abilities and Skills:**

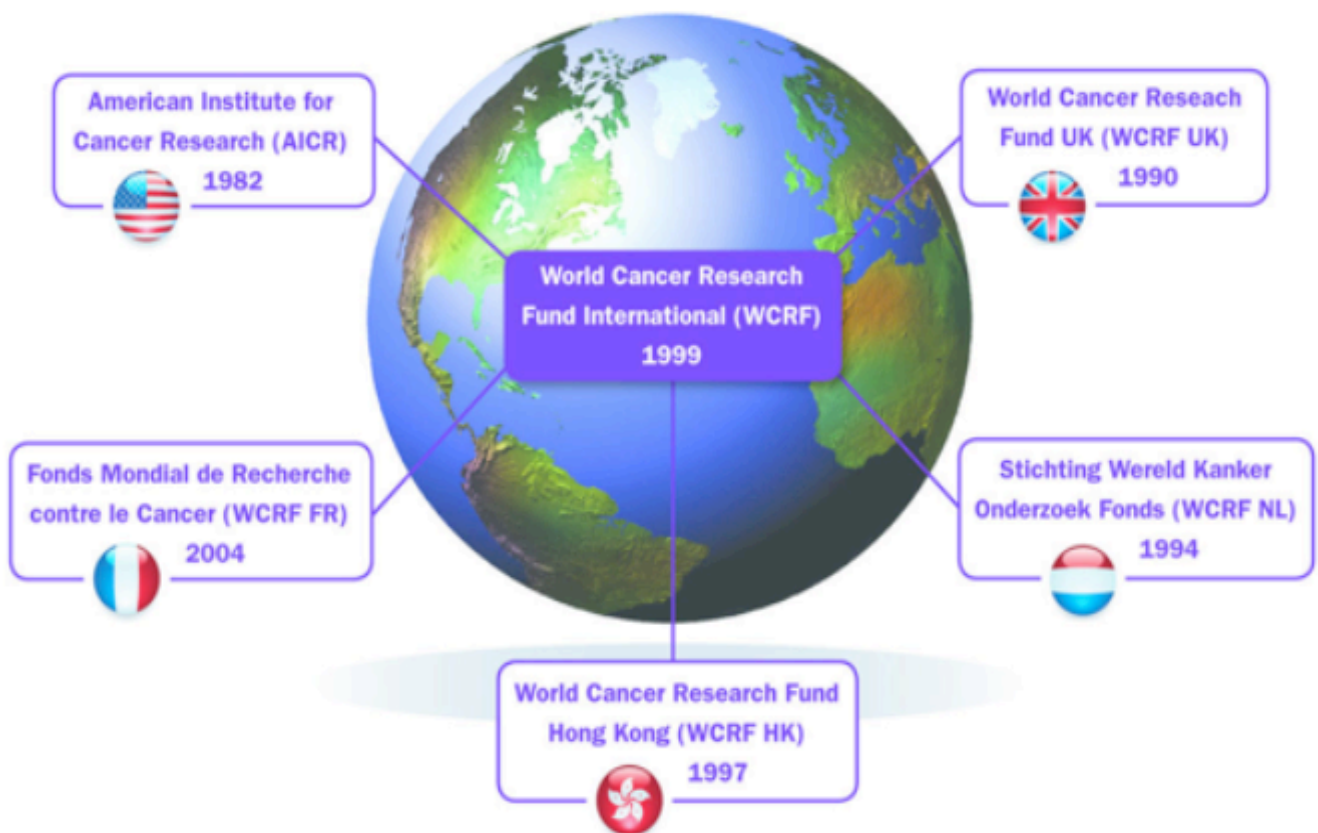
#### ***Essential***

- Ability to communicate effectively, both verbally and in writing, presenting information using a variety of approaches to a diverse range of people, to achieve a positive impact and understanding
- Ability to spot and utilise opportunities to achieve change
- Excellent grasp of written and spoken English and Dutch and a keen eye for detail.
- Ability to represent WCRF NL externally, at a senior level, actively networking and building appropriate and useful relationships to WCRF NL's advantage
- Ability to plan and be a strategic thinker whilst managing multiple activities requiring attention to detail
- Genuine interest and commitment to healthy living, health promotion and health related organisations

## BACKGROUND INFORMATION

### World Cancer Research Fund Global Network

The World Cancer Research Fund Global Network is an international alliance of organisations dedicated to the prevention and control of cancer through healthy diets and lifestyles. The network comprises World Cancer Research Fund International (WCRF International), an umbrella association based in the UK, and its member organisations - national charities based in different countries. Current members of our network operate in the United States of America, the United Kingdom, the Netherlands, France and Hong Kong.



## **World Cancer Research Fund Global Network (continued)**

Linked by a common vision and mission, each member organisation works with the strategic headquarters, WCRF International, to ensure national and global effectiveness. With strategically placed member organisations, the WCRF Global Network is able to raise awareness that cancer is largely preventable, fund innovative scientific research and stimulate new public initiatives for cancer prevention and control throughout the world.

Our Recommendations for Cancer Prevention were developed from WCRF/AICR's landmark Second Expert Report: *Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective*. The Report, published in November 2007, is the largest study of its kind ever published and its Recommendations are based on the most comprehensive review of all the available evidence. The Report will form the basis for the development of a global strategy for cancer prevention and control and will set the agenda for science in the years to come.

### **Our vision**

The World Cancer Research Fund global network helps people make choices that reduce their chances of developing cancer.

### **Our heritage**

We were the first cancer charity:

- To create awareness of the relationship between diet and cancer risk.
- To focus funding on research into diet and cancer prevention.
- To consolidate and interpret global research to create a practical message on cancer prevention.

### **Our mission**

Today the World Cancer Research Fund global network continues:

- Funding research on the relationship of nutrition, physical activity and weight management to cancer risk.
- Interpreting the accumulated scientific literature in the field.
- Educating people about choices they can make to reduce their chances of developing cancer.

## **World Cancer Research Fund NL**

WCRF NL was founded in 1994 and has a worldwide vision and a unique mission in preventing cancer. We fulfil our mission by a partnership of education and research programmes, which are funded by donations from the public. WCRF NL is now one of the leading charities in the Netherlands for diet, nutrition, lifestyle and cancer prevention. Our pioneering work has made a major contribution in focusing attention on the link between cancer and the choices people make about nutrition and lifestyle. For more information go to [www.wcrf.nl](http://www.wcrf.nl).

## BENEFITS

### Annual leave

The WCRF NL holiday (annual leave) year runs from 1<sup>st</sup> January to 31<sup>st</sup> December. Annual entitlement for full-time staff (at 37.5 hour week) is in relation to length of service:

- Less than 1 year of service at the start of the New Year: 25 days
- From 1 to 2 years in service at the start of the New Year: 26 days
- From 3 to 4 years in service at the start of the New Year: 28 days
- From 5 years' service at the start of the New Year: 30 days

### Sick leave

For full-time staff WCRF NL allows sick leave without deducting pay and complies with all appropriate legislation

### Long-term sick leave

For employees who have been diagnosed by a physician with a long-term illness, WCRF NL will pay:

- During the first year of sick leave 100% of the current salary;
- During the subsequent year of sick leave is 70% of current salary.

After a period of two years of illness, the employer is no longer required to pay salary.

### Pension scheme

We have a voluntary pension scheme available. Employees contribute 2% of their pensionable earnings and employers contribute 4% of their pensionable earnings for a total of 6%.

### Accident insurance

We cover all employees for accidents equal to 2 times their annual salary with a maximum of € 250.000 on death and 4 times their annual salary with a maximum of € 500.000 for permanent disability resulting from an accident.

### Private healthcare

We offer a fixed compensation for healthcare of employees.

### Travel benefit

Any distance travelled over 7km to work is reimbursed to the employee at a rate of €0.19 ct per km.

### Business travel insurance

All employees travelling for business are covered under WCRF NL's business travel insurance, which covers cost of illness, accident or death, travel including computer equipment,

### Core Business Hours

The core business hours are from 9:30am till 4:45pm when all employees must be present. Employees may arrive for work between 8:30am and 10am and leave between 4:45am and 5:45pm. A 45 minute lunch should be taken.

### Holiday pay 8% of salary

According to social insurance law, the employee has the right to an annual holiday of 8% of their gross annual salary.

## HOW TO APPLY – THE RECRUITMENT PROCESS

### To apply

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

- 1) CV
- 2) Cover letter, providing **one** or **two** specific examples of past achievements that demonstrate how you meet each listed criterion on the Person Specification
- 3) Equal Opportunities Monitoring Form

by e-mail or post to:

Human Resources

E-mail: [hr@wcrf.org](mailto:hr@wcrf.org)

Address: WCRF INTL, 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?

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

**Nationality:**

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

**Thank you for answering these questions.**