

Candidate information pack

Head of Health Information and Support

Closing date: 11.59pm, Monday 31 August 2026

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Welcome

If you're passionate about healthy living and health promotion, and want to see a world where no one dies from a preventable cancer, why not consider joining us at World Cancer Research Fund?

Cancer currently affects one in two people in the UK but, as the cancer prevention experts, we know that about 40% of cancers could be prevented.

World Cancer Research Fund champions the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can empower people to make informed lifestyle choices to reduce their cancer risk.

As an international network of charities in the UK, EU and US, we've been funding life-saving research, influencing global health care policy, and educating the public on how to make informed choices since 1982.

To meet our vision of living in a world where no one dies of a preventable cancer, we need high quality and motivated employees from a mix of backgrounds and with a range of skills and experiences. In return, we aim to offer the best possible working environment for people so that talent is nurtured and developed.

Within this candidate pack you will find additional information about the role you are applying for and the benefits we offer.

To apply for this role, please complete and submit a CV, covering letter (maximum two pages) and the attached equal opportunities form. If you have any queries please contact Human Resources at hr@wcrf.org or visit our website at wcrf.org

On behalf of World Cancer Research Fund we thank you for your interest in helping to prevent cancer and we wish you the best of luck with your application.

Best wishes,
Human Resources

Our values

EVIDENCE BASED

We are authority on lifestyle related cancer research – continuously learning and evaluating, so that we can deliver excellent outcomes.



INCLUSIVE

Everyone counts – we value, respect and trust each other.



INFLUENTIAL

We are collaborative, engaged and focused on maximising impact in all that we do.



INNOVATIVE

We are curious and creative; evolving and exploring so we can deliver solutions that make a real difference.



EMPOWERING

We make every day meaningful, building and sharing our knowledge and allowing our passion to shine through.



Innovation and AI

Artificial Intelligence (AI) is an integral part of how we work at WCRF and we are actively integrating AI and new technologies into our ways of working.

We are committed to using AI and emerging technologies to:

- Improve efficiency and reduce administrative burden
- Enable higher-quality, more impactful work
- Make the best possible use of our resources and donor funding
- Support our staff in developing future-ready skills

This means that all roles—regardless of function—are expected to:

- Be open to learning and adopting new tools and processes
- Contribute to improving how we work through innovation
- Use AI responsibly to increase efficiency and quality of output
- Continuously develop skills to stay effective in a changing workplace

All staff are expected to engage with new tools, processes, and ways of working as they are introduced. While existing approaches may be effective today, part of our organisational responsibility is to continuously evolve and adapt to future needs.

You do not need to be an expert in AI to join us. However, a willingness to learn, adapt, and explore new approaches is essential.

We recognise that adopting new ways of working can feel challenging. We are committed to supporting our staff through training, tools, and shared learning so that everyone can confidently navigate these changes.

Being open to change, learning new skills, and experimenting with better ways of working is a core part of every role at WCRF.

By embracing innovation, we ensure that our time is focused where it matters most—delivering impactful work that makes the best use of donor funding.

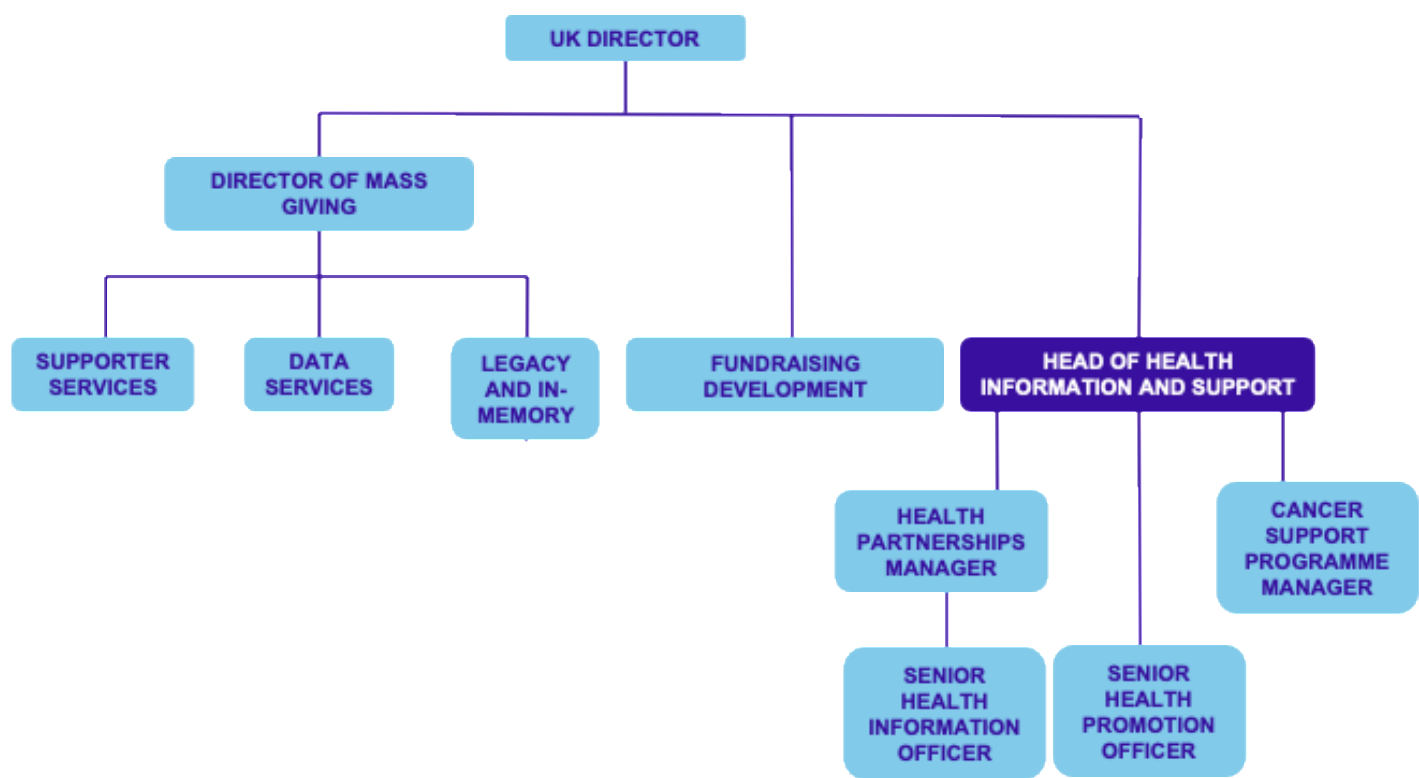
About the role

We are seeking a Head of Health Information and Support who will lead three core areas of our HI work - serving the general public, health professionals, and cancer survivors.

Who you will be working with:

You will be leading World Cancer Research Fund’s Health Information and Support department who translate WCRF’s scientific evidence on cancer prevention and survival into practical information and advice for the public about diet and lifestyle, and work with the Communications and Engagement team to communicate this to a range of audiences through our programmes, print and online channels.

UK Directorate



What we are looking for:

- Proven track record of leading, developing and implementing departmental strategy, business, and operational plans
- A strong understanding and knowledge of NCDs, health related issues such as obesity, nutrition, diet, and physical activity in relation to the UK population and an understanding of health policy and science in the UK
- Excellent communication skills, with the ability to communicate effectively and creatively, both verbally and in writing to a range of audiences including speaking at national conferences, networking at events, engaging corporate audiences or acting as a spokesperson in broadcast and print media
- Expertise to devise new innovative ways to translate our research through our information and services as well as advancing existing resources
- Ability to inspire and lead others to follow through on plans, steer staff towards achieving excellent results, giving difficult feedback where needed and work collaboratively with peers as part of a senior team

Job Description

Job title	Head of Health Information and Support
Department	UK Directorate
Reporting to	UK Director
Responsible for	Health Partnerships Manager, Cancer Support Programme Manager and Senior Health Promotion Officer
Contract	Permanent
Location	London N1
Hours	37.5 hrs per week – full time We're a hybrid working employer, meaning you're required to come into the office 2 days per week, currently Tuesday and Wednesday or Thursday
Salary	£55,000-£60,000 per annum, plus benefits

Department description

The Health Information and Support (HI) team translates World Cancer Research Fund's (WCRF) scientific evidence on cancer prevention and survival into practical, easy-to-understand advice for the public and health professionals based on our Cancer Prevention Recommendations. Working internally across all departments, the team transforms the Science department's research into accessible messages and products while supporting healthcare practitioners with training and resources to apply in their practice. HI partners closely with Fundraising to ensure income generation for new and existing projects and programmes, and collaborates with Communications & Engagement to disseminate its information and services through print and online channels to diverse audiences.

Main purpose of the role

This leadership role is responsible for the development of WCRF's Health Information and Support strategy, business plans, and goals. The Head of HI will lead three core areas of work - serving the general public, health professionals, and cancer survivors - while inspiring, planning, delivering, managing and evaluating the department's programmes and impact. The postholder will work to embed our messages and products deeply into UK public health discourse, ensuring we reach and resonate with our target audiences. Ultimately, this role will help establish WCRF as the go-to place for information and support on the links between cancer, nutrition and lifestyle.

The postholder will lead on a variety of activities and projects as well as acting as a spokesperson internally and externally for their area of work including at conferences and in the media. They will devise new innovative ways to translate our research through our information and services as well as advancing existing resources. They will collaborate both internally and externally to promote the work of the team developing and fostering new partnerships and representing WCRF at relevant conferences, events, and meetings.

Main duties and responsibilities

A Strategic Direction and Innovation	
1	Contribute to the development and implementation of WCRF's Health Information and Support strategy, creating business plans that ensure WCRF achieves its ambitious reach and engagement goals for Health Information, whilst also maximising return on investment.
2	Ensure regular reviews of the HI Strategy and business/work plans and KPIs to ensure they are relevant, with a multi-year focus (where relevant), and up to date and communicate changes.
3	Lead the team to set and monitor clear and ambitious targets, KPIs and ensure our UK Strategic outcomes are embedded in HI work plans.
4	Drive innovation and excellence in all HI work, managing data and impact-driven decisions to support programme reach and income growth.
5	Research and establish new relationships with organisations and individuals to champion our evidence-based messages across UK public health networks, ensuring they are impactful and shape policy and practice.
6	Ensure that the power and reach of digital channels and new technologies are maximised and are incorporated into the daily work and plans of the HI team.
7	Build the Health Information team's external profile with UK professional bodies, establishing partnerships with clear goals and measurable outcomes
8	Work towards the longer-term goal of WCRF becoming an integral part of the wider system and context where influencing public health is concerned, increasing internal understanding and capability of how WCRF can actively improve public health (being a part of various health and charity networks, speaking at key conferences and health seminars etc.).
8	Developing detailed HI plans with clear KPIs (in conjunction with the other departments), including for the most relevant science releases and activities aimed at the general public (press releases, key reports, the WCRF Academy etc.)
10	Engage with, and encourage, a coordinated approach to our network science - focusing on finding and using ever more detailed data and findings to inform the public and other stakeholders in prevention and survivorship.
B Developing our HI portfolio	
1	Grow activities with the public and patient needs and feedback at their heart (e.g., DM questions or surveys, supporter questionnaires, target audience interaction) on a planned, targeted and evaluated basis.
2	Ensure regular reviews of our current product range take place and make recommendations on any improvements or scaling up could be made such.
3	Collaborate with internal and external stakeholders to investigate and make recommendations on how to introduce innovative and new HI products.
4	Work closely with our Senior Advisor - Special Projects on our Medical Education programme, collaborating on areas of joint benefit and inputting to the programme to ensure its continued success.
5	Play a key role in identifying and securing new partner opportunities with an emphasis on use, wider distribution, and impact of our health information, services and tools.
6	Keep abreast of the external public health information environment collaborating with our Policy team to ensure alignment (inc. health policy and cancer-related developments).
7	Ensure all work is in part based on the understanding of return on investment of supporter money and an understanding that for the department to be successful, the work must not only be excellent in and of itself, but also used as widely as possible.
8	Keep a close relationship with fundraising to ensure the department is supported with continued funding.

9	With your team, ensure our Health Professionals (HPs) programme is robust and achieves year on year membership growth across our Informed Newsletter, e-news, accredited training, and e-learning.
C	Leadership and Management
1	Lead and motivate your team in a collaborative approach and monitor the performance of the areas within your responsibility, ensuring that the necessary skills, knowledge, motivation, and tools are provided to ensure your team is goal driven and achieves the targets set.
2	Build a culture of innovation and high performance that promotes our health information and science work and also our internal values.
3	Ensure SMART objectives are set for line reports and other members of the HI Team, ensuring they are clear and monitored on a regular basis, as well as enhances and builds on proven methods of raising funds where applicable.
4	Represent WCRF as an ambassador and media spokesperson in a knowledgeable and professional manner to potential partners, stakeholders, supporters and to the public at large (including via media work).
5	Ensure excellent relationships with internal stakeholders, including being a member of the SMT+ Leadership Group ensuring that your department's needs and goals are considered in other teams' plans appropriately.
D	General
1	Ensure an impact assessment framework is in place for key areas of the HI Team' work, and that this is reviewed with your team and regularly with your Director.
2	Ensure continued excellence of our HI projects and services, and that these are in line with best practice where advice, health information and behaviour change communications are concerned.
3	Ensure that Health Information programmes and outputs are underpinned by WCRF's key evidence-based Recommendations wherever possible.
4	Ensure oversight and management of income and expenditure on an ongoing and monthly basis.
5	Produce reports and presentations for meetings such as the Board/Trustee meetings and contribute to and participate in other internal and external meetings as required.
6	To be an active participant on the NIHR Steering Group and its working groups as and when necessary.
7	Be a team player and advocate for your area, promoting opportunities across the organisation.
8	Ensure all actions comply with the General Data Protection Regulations

Person specification

The person specification describes the specific experience, knowledge, skills, qualifications and attributes that are needed for the job.

		Application	Assessment	Interview
Experience	Proven track record of leading, developing and implementing departmental strategy, business and operational plans	✓	✓	✓
	Proven track record in at least two of the following areas: health information/education, working with healthcare professionals, UK Health policy, health science/research or marketing to promote health information and services	✓		✓
	A proven track record of leading, motivating and developing individuals and teams and managing a team to deliver high quality results to deadlines.	✓	✓	✓
	Proven ability of establishing and developing long-term and mutually beneficial relationships and partnerships	✓	✓	✓
	Experience of creating reports, measuring and reporting impact, reporting to business plans, and managing budgets	✓	✓	✓
Knowledge and technical skills	A strong understanding and knowledge of NCDs, health related issues such as obesity, nutrition, diet, and physical activity in relation to the UK population and an understanding of health policy and science in the UK.	✓		✓
	An understanding of behavioural change and knowledge of monitoring, evaluating and reporting behavioural changes	✓	✓	✓
	Good knowledge and understanding of online and social media marketing	✓		✓
Personal attributes	A passion for our cause and a drive to reach different audiences with our message and messaging and have a can-do attitude.	✓		✓

	Ability to operate at a senior management level and to collaborate and influence at a senior level	✓		✓
	Ability to inspire and lead others to follow through on plans, steer staff towards achieving excellent results, giving difficult feedback where needed and work collaboratively with peers as part of a senior team	✓		✓
	Confident and experienced in networking and relationship-building, with the ability to create, maintain, and enhance effective relationships with a wide number of audiences	✓		✓
	Ability to project manage a series of ongoing programmes with strong managerial skills, demonstrating resilience when facing setbacks and challenges, while effectively managing conflicting priorities, anticipating problems and identifying solutions.			✓
	Consultative decision-making style, including the ability to consult key individuals in decision making and include their feedback in the process			✓
	Ability to think creatively and drive service innovation whilst collaborating with others		✓	✓
	Excellent communication skills, with the ability to communicate effectively and creatively, both verbally and in writing to a range of audiences	✓		✓
	A self-motivated, proactive and results-orientated approach to work with the willingness to take on other responsibilities outside of job description			✓
	Ability to approach work with an analytical eye when measuring the success of our HI programmes	✓		✓
	A credible and compelling communicator, with the ability to represent WCRF externally at a senior level - whether speaking at national conferences, networking at		✓	✓

	events, engaging corporate audiences or acting as a spokesperson in broadcast and print media.			
Education and qualifications	Educated to degree level, preferably in a health-related subject such as nutrition, health promotion or public health or relevant experience or with a health research/science related background	✓		

Terms, conditions & benefits

Salaries

World Cancer Research Fund operates a fair and transparent pay policy. We always ensure a salary range is listed on all of our job adverts and we benchmark the salaries for all our roles every 2/3 years to ensure we are paying fairly within market norms.

Staff salaries are paid into bank accounts once a month on the 26th of each month.

Hybrid working

We are currently operating hybrid working for all staff across the organisation. The office is open 3 days a week (Tues, Wed and Thurs) and full-time staff are required to be in the office at least 2 of these days each week, Tuesday and Wednesday or Thursday.

Flexi-time scheme

A flexi-time scheme is in operation across the organisation. The daily requirement is to work 7.5 hours.

Staff also need to take a lunch break of at least 30 minutes (staff can take up to a maximum of 2 hours for lunch). The core hours are 10am–4pm, Monday to Friday when all employees must be present. Employees may arrive for work between 8am and 10am and leave between 4pm and 7pm. The daily minimum hourly requirement of 7.5 working hours per day plus lunch must be met; any extra time cannot be "rolled over" or "banked".

Annual leave

Our annual leave year runs from 1 October to 30 September. Annual entitlement for full-time staff is in relation to length of service:

- Less than 1 year of continuous service at the beginning of a holiday year: 25 days (pro-rated to your start date)
- 1 year or more of continuous service at the beginning of a holiday year: 26 days
- 3 years or more of continuous service at the beginning of a holiday year: 28 days
- 5 years or more of continuous service at the beginning of a holiday year: 30 days

In addition, the office is closed from the end of the last working day before Christmas until the first working day after the New Year.

Sick leave

For full-time staff, we allow up to 20 days sick leave in any rolling year without deducting pay. This allowance increases to 25 days sick leave plus 40 days half-pay after one years' service.

Pension plan

We contribute into an approved pension scheme, which is administered by Standard Life. Employees will be auto-enrolled into the scheme after 3 months and will contribute a minimum of 5% of their salary each month. World Cancer Research Fund will match the employee's contributions of up to 5% of the employee's salary each month.

We also offer staff the option to switch their pension to a salary sacrifice arrangement on request.

Private healthcare

We offer private healthcare for employees, which gives all employees access to private healthcare (hospital and outpatient care) by referral from NHS. You are eligible to join the scheme after successful completion of the probationary period.

Dental cover scheme

We offer all employees a contribution to their dental expenses by allowing employees to opt in to a dental cover scheme. You are eligible to join the scheme after successful completion of the probationary period.

Life assurance and income protection

We cover all employees from their first day of employment and provide cover, which is equal to 4 x the individual's salary on death while employed alongside critical illness cover.

Permanent Health Insurance (PHI) scheme

All permanent members of staff, up to the age of 65, whose normal hours of work are at least 15 per week, are covered by the organisation's Permanent Health Insurance (PHI) Scheme, at no cost to employees.

PHI is intended to provide income protection in the event of long-term illness or disability. The scheme provides an income replacement of up to 50% of the basic annual salary after a waiting period of 26 weeks, starting from the date a disability commences.

Season ticket loan scheme

Employees can take advantage of an interest free loan for a purchase of an annual travel ticket. The loan is repaid via equal deductions from the employee's salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

Cycle to work scheme

Employees can take advantage of an interest free loan for a purchase of a tax-free bike or accessories. The loan is repaid via equal deductions from the employee's salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

World Cancer Research Fund office also offers secure, lockable, storage for your bike and there are showers available within the office.

Employee assistance programme

All employees, and their families, have access to a 24-hour confidential advice and support line. This service offer access to trained advisers and counsellors from The British Association for Counselling and Psychotherapy (BACP) who can offer advice on a range of issues, including financial and debt concerns, legal information, relationship or family worries, bereavement, stress, anxiety and other emotional issues. If appropriate you may also be referred for up to eight sessions of face-to-face counselling.

Mental health and wellbeing

We run a Mental Health Champions scheme that staff can volunteer to be a part of. Our Mental Health Champions are sent on an accredited Mental Health Training Course and are then available to offer help to any staff member experiencing a mental health problem; guiding them to access appropriate professional help. They also work in collaboration with the organisation to promote wellbeing and encourage a culture where mental health can be discussed openly.

Flu vaccinations

We offer staff the chance to receive a free flu vaccination each year. This is either at the World Cancer Research Fund office, where a trained nurse will be arranged who will administer the vaccine onsite, or by providing a voucher to enable them to receive the vaccine at a participating pharmacy of their choice.

Christmas and summer parties

We hold two annual parties, in the Summer and at Christmas, paid for by the organisation, for staff to come together outside of work and have fun!

Dog friendly office

Staff currently have the opportunity to bring their dog into the office one day per week (Thursdays) subject to World Cancer Research Fund guidelines.

Training and development

World Cancer Research Fund is committed to enabling professional development and all staff are encouraged to regularly discuss training and development. In addition, there is an annual appraisal process in place during which individual needs are formally discussed and identified.

We also offer payment for job-related professional subscriptions and fees (subject to World Cancer Research Fund guidelines), opportunities to attend international conferences on behalf of the organisation, and study leave and sabbatical leave policies.

Probationary period and notice period

The post-holder is subject to a 6-month probation period during which 2 weeks' notice on either part will apply. Following successful completion of the probationary period the post-holder will be on 3 months' notice period.

How to apply

Recruitment timetable:

Closing date for applications:	11.59pm, Monday 31 August 2026
First interviews:	9/10/11 September 2026
Second interviews:	22/23 September 2026

To apply

You can apply for this vacancy by submitting a CV (max. 3 pages), covering letter (max. two pages) and a completed Equal Opportunities Monitoring Form. Your covering letter should provide specific examples of past achievements to demonstrate how you meet each criterion of the Person Specification and should also highlight how your skills and experience would benefit World Cancer Research Fund.

Your CV, covering letter and completed Equal Opportunities Monitoring Form can be submitted by email or post:

E-mail: hr@wcrf.org

Address: Human Resources
World Cancer Research Fund
140 Pentonville Road
London N1 9FW
UK

Phone: 020 7343 4200

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.

Equal opportunity monitoring form

World Cancer Research Fund 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

World Cancer Research Fund 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	☐	Indian	☐
Black – African	☐	Irish	☐
Black – Caribbean	☐	Pakistani	☐
Black – Other (please specify)	☐	White	☐
Chinese	☐	Other (please specify)	☐

.....

Nationality

UK ☐
Other (please specify) ☐

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Thank you for answering these questions.

Job applicant privacy notice

As part of any recruitment process, World Cancer Research Fund collects and processes personal data relating to job applicants. World Cancer Research Fund is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. World Cancer Research Fund collects a range of data about you which will include:

- Your name and contact details (including email address and telephone numbers);
- Details of your skills, qualifications, experience and employment history;
- Details regarding your current levels of remuneration and any work benefits entitlements;
- Whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- Information regarding your right to work in the UK; and
- Equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

This information will be collected from your CV and/or cover letter on application to us, plus from your examination certificates, passport, driving licence or other identity documents provided. We may also collect personal data about you from third parties, such as references obtained from former employers, background checks or criminal records checks as applicable.

How we handle the data that is submitted by you

This data will be stored in an electronic format (including email) on our internal IT systems and also on paper within our HR Department. Your information may be shared internally for recruitment purposes with our recruiting managers, HR and IT team strictly for decision making purposes. We do not share your data with any third parties.

Why we process personal data

We need to process your data to take the necessary steps prior to entering into any contract with you. We may also need to process your data if we agree to enter into a contract with you. We have a legitimate interest in processing your data during the recruitment process to ensure that we make and keep records of the process. These records allow us to manage the process effectively, assess a candidate's suitability for employment and decide whom to offer the roles to. We may also, from time to time, need to process data from job applicants to respond to and defend against legal claims.

Disclosure of your information

World Cancer Research Fund may transfer your data outside of the European Economic Area. However, your data will be protected as well as it would be in the EEA. Internally we will protect your data through internal controls and policies to ensure that your data is not

lost, accidentally destroyed, misused, and is not accessed by our employees except in the proper performance of their duties.

Data retention

We will retain your personal data for a period of 1 year after we have communicated to you our decision about whether to appoint you to the role. We retain the information for that period so that we can show, in the event of a legal claim that we have not discriminated against candidates on prohibited grounds that we have conducted the recruitment process in a fair and transparent way. After this period, we will securely destroy your personal data in accordance with the applicable laws and regulations

If your application is unsuccessful, we may keep your personal data on file for any suitable employment opportunities. We will seek your consent before we do so and you are free to withdraw your consent at any time by notifying us in writing.

What if you do not provide personal data

You are under no statutory or contractual obligation to provide your data to us. If you elect not to do so however, we will not be able to process your application properly, if at all.

Automated decision-making

Our recruitment process is not based on automated decision making and as such you will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

Data protection legislation (your rights)

As a data subject, you have a number of rights including:

- Access to your data on request
- Require us to stop processing your data on demand
- Requires us to delete your data on demand
- To change any incorrect or incomplete data we hold on you
- Request the transfer of your personal data to another party

If you would like to exercise any of these rights or have any queries with the privacy notice, please contact: The Director of HR & London Operations, World Cancer Research Fund, 140 Pentonville Road, London N1 9FW.