World Cancer Research Fund

# Candidate information pack

## Health Information Officer

**Closing date:** 23:59, Sunday 1 November 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.

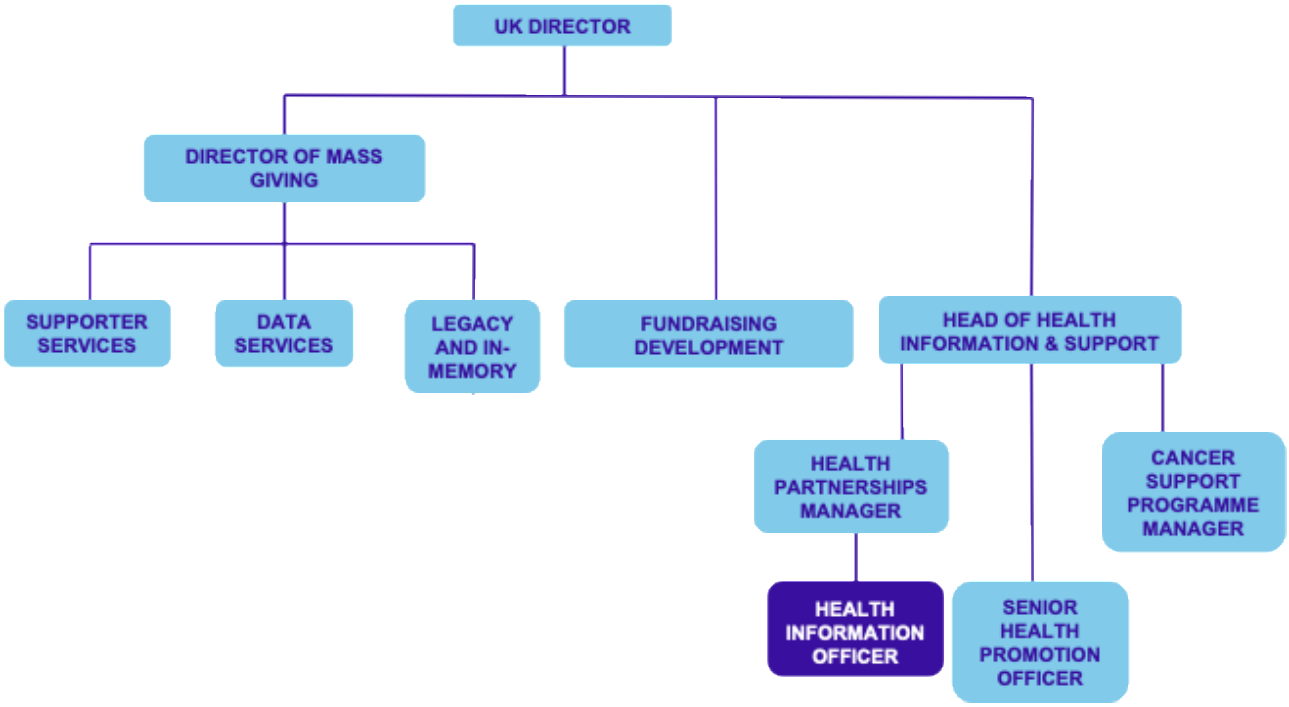
# About the role

We are seeking a skilled, enthusiastic and innovative Health Information Officer who will be responsible for the development and production of health information which provides the public with practical diet and lifestyle guidance to help reduce their risk of cancer. You will also support the development of our digital health programmes and ensure that the team's health information complies with quality standards and agreed processes. In addition, you will contribute to activities to promote our information to its target audiences.

## Who you will be working with:

You will be working with World Cancer Research Fund's Health Information & Support team who work to translate WCRF's scientific evidence on the role of diet and lifestyle in cancer prevention and survival into engaging information for the public, support for people living with and beyond cancer and education for health professionals. You will work closely with the Communications and Engagement team to market and promote our work and with Fundraising colleagues on cross-department engagement goals.

## WCRF Fundraising and Health Information & Support Department



## What we are looking for:

- Experience of developing and writing health information for a range of audiences
- Experience of content creation and deployment across digital and social media channels
- Proven ability to follow information production guidelines and processes to ensure information is accurate, accessible and inclusive
- Meticulous attention to detail and strong organisational skills, including the ability to work in a busy team and to manage priorities and plan time effectively
- Experience of collaborating with marketing and communications specialists
- Recognised professional qualification in nutrition and/or dietetics with an understanding of behaviour change

# Job Description

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| **Job title** | **Health Information Officer** |
| **Department** | **Fundraising and Health Information** |
| **Reporting to** | **Health Partnerships Manager** |
| **Contract** | **Permanent** |
| **Location** | **London N1** |
| **Hours** | **37.5 hrs per week – Full time**<br>**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** | **FTE: £30,000 - £32,000 per annum, plus benefits** |

## Department description

The Health Information team is part of the Fundraising and Health Information Department. The Health Information team translates World Cancer Research Fund's scientific evidence on the role of diet and lifestyle in cancer prevention and survival into practical, easy advice for the public, through our Cancer Prevention Recommendations. We communicate our research and foster good practice through our health professionals' network, and also support people living with and beyond cancer. We work with the Fundraising team to maximise income for our health information projects and to achieve our shared engagement goals. We also work closely with the Communications and Engagement team to produce our resources in print and online and to market and promote our work to a range of audiences.

## Main purpose of the role

Helping people make healthy choices to reduce their risk of developing cancer by developing, delivering and supporting the promotion of WCRF health information print and digital resources, providing varied and new audiences with practical, engaging information on diet, weight and physical activity based on our Cancer Prevention Recommendations.

You will carry out a range of activities including translating often complex scientific information into clear and simple messages; maintaining and updating health information content on our websites; commissioning and analysing recipes; and adapting content for social and digital channels, including to support campaigns or external partnerships. The role is responsible for maintaining Eat Move Learn, our digital programme for 7-11s, to ensure it continues to engage families and schools. You will work with experts and varied target audiences and will gather health information uptake, insight and impact data. You will also work closely with Communications and Engagement colleagues to help produce and promote our health information and support.

## Main duties and responsibilities

| A | Health information development |
|---|---|
| 1 | Develop, edit, update and produce health information as print and digital resources, including booklets, web pages, digital tools and recipes |
| 2 | Regularly review new and existing health information resources and online content, ensuring they are accurate, up to date and clear and engaging, in appropriate formats |
| 3 | Ensure editorial processes meet our rigorous review requirements and that all copy is accurate and fact-checked |

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| **4** | Liaise with the Research Interpretation team and other expert reviewers, and both health professional and lay users of our information, to incorporate their feedback and include diverse voices and perspectives in our content |
| **5** | Build a solid knowledge of WCRF's scientific evidence, Cancer Prevention Recommendations and health information messages and liaise with the Research Interpretation team to understand and translate key scientific updates into information for the general public |
| **6** | Maintain high standards of copywriting and proofreading, including spelling and punctuation according to house style, and ensure adherence to brand guidelines |
| **7** | Commission recipes (where required) and use nutritional analysis software to ensure recipes meet nutrition guidelines |
| **8** | Brief Design colleagues on creative requirements for health information and work with them to ensure we meet high standards for accessibility |
| **B** | **Print resources coordination** |
| **1** | Working closely with the Head of Health Information and Support, maintain and update documents and processes to support annual renewal of our PIF TICK accreditation, ensuring WCRF is recognised as a trusted information creator |
| **2** | Collate publication orders for processing and regularly monitor and report on uptake of our print and digital resources |
| **3** | Oversee our health information resources stock levels and effectively monitor supply and demand needs, and where needed organise print runs |
| **4** | Liaise with the Health Partnerships Manager to gather audience insight and impact data |
| **5** | Monitor the resources inbox and respond to external and internal enquiries about our health information |
| **C** | **Content production and promotion** |
| **1** | Working closely with the Health Partnerships Manager and Communications colleagues, support the marketing and promotion of our health information and support for the general public and widen its reach to new and diverse audiences across the UK |
| **2** | Draft marketing plans and communications project request forms to support asset creation and marketing of new and existing health information to increase reach to target audiences |
| **3** | Suggest ideas and create engaging health information-related content for WCRF UK's e-newsletters, website and other relevant channels |
| **4** | Proactively work with Communications colleagues to regularly promote our health information and other support on social media |
| **5** | Support the development of partnerships to promote our information and support to new audiences |
| **6** | Work with the Digital team to ensure our health information is optimised for search and AI. |
| **D** | **Digital health information** |
| **1** | Maintain Eat Move Learn, our digital programme to engage children and families |
| **2** | Lead content development for Activ8 email support programme and other digital health information products for the general public |
| **3** | Identify and support new ideas to develop our digital propositions on cancer prevention and cancer care for the general public |
| **E** | **Teamwork** |
| **1** | Engage with and support where necessary the work of the Fundraising and Health Information department as a whole |
| **2** | Proactively suggest new ideas, products and resources to improve the team's work as a whole |
| **3** | Build excellent and mutually supportive relationships both within the team and across other teams |

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| **4** | Shared commitment and approach to improving health outcomes and reducing health inequalities in relation to cancer prevention |
| **F** | **General** |
| **1** | Where appropriate, represent WCRF at external conferences and events |
| **2** | Keep fully abreast of developments in the sector, the area of work, and the activities of other charitable organisations, and identify and suggest new opportunities for WCRF |
| **3** | Ensure all actions comply with the General Data Protection Regulations (GDPR, 2018) (under direction) |
| **4** | Undertake any other duties as directed by the Health Partnerships Manager |

# Person specification

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

| | | Application | Assessment | Interview |
|---|---|---|---|---|
| **Experience** | Experience of producing health information for the general public, in a similar sector | ✓ | ✓ | ✓ |
| | Experience of translating complex information into clear and engaging content for a range of audiences | ✓ | ✓ | ✓ |
| | Experience of digital content creation and deployment across website and social channels | ✓ | | ✓ |
| | Experience of collaborating with marketing and communications specialists to promote information or support to potential users | ✓ | | ✓ |
| | Experience of delivering projects from conception to completion | ✓ | | ✓ |
| | Experience of working in partnership with internal and external stakeholders | ✓ | | ✓ |
| **Knowledge and technical skills** | Awareness of behaviour change to support adults and families | ✓ | | ✓ |
| | Excellent copywriting, editing and proofreading skills, with the ability to write clear and concise content for a range of audiences and a variety of channels | ✓ | ✓ | |
| | Proven ability to follow information production guidelines or processes to develop information materials | ✓ | | ✓ |
| | Strong research and information handling skills, with proven ability to summarise complex information | ✓ | | ✓ |
| | Knowledge of varied consumer marketing methods | ✓ | ✓ | ✓ |
| | Excellent organisational and project management skills | ✓ | | |
| | Meticulous attention to detail | ✓ | | ✓ |

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| **Personal attributes** | Ability to come up with new ideas to engage target audiences | ✓ | ✓ | |
| | Ability to form mutually productive and supportive working relationships with both internal colleagues and external partners and suppliers | ✓ | | ✓ |
| | Ability to manage priorities and plan time effectively | ✓ | ✓ | ✓ |
| | Self-starter and able to work as part of a team | ✓ | | ✓ |
| **Education and qualifications** | Recognised professional qualification in nutrition and/or dietetics (desirable) | ✓ | | ✓ |

# 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 1 weeks' notice on either part will apply. Following successful completion of the probationary period the post-holder will be on 1 months' notice period.

# How to apply

## Recruitment timetable:

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|---|---|
| **Closing date for applications:** | 1 November 2026, 23:59 |
| **First interviews:** | 17/18 November 2026 |
| **Second interview (TBC):** | 25 November 2026 (TBC) |

### 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) | |

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**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.