

# Cancer Campaigns Ambassador

## Role Profile



### Why we need you

Cancer Campaigns is the team at Cancer Research UK responsible for **political campaigning**.

We help our supporters to lobby politicians and policymakers on issues that will **make a real difference** to the treatment of cancer and the lives of those affected by it.

So far, Cancer Campaigns supporters have successfully campaigned for comprehensive smokefree legislation in England - thereby saving up to 600 lives a year. They have lobbied for NHS cancer strategies in all four UK nations and they have gained commitments from 261 of our new MPs to support the prevention, early detection and effective treatment of cancer across the UK.

Our Ambassadors are a group of especially engaged and motivated supporters who help us work to translate our research discoveries into lifesaving initiatives. They are one of the most powerful tools we have for saving lives through influencing government, so their help is absolutely invaluable.

As an Ambassador you will use your passion and knowledge to represent Cancer Research UK when meeting **face to face with your politicians** and **engaging the local media** for support of our campaigns.

### What will I be doing?

- Learning about how to influence politicians and engage the media in your work. We will provide all of the information and training you need for this
- Meeting your political representative (be it an MP, Welsh Assembly Member, Member of the Scottish Parliament or Member of the Legislative Assembly of Northern Ireland) and asking them to support Cancer Research UK's campaigns
- Feeding back to the Cancer Campaigns team on the response you receive and any further information/support you require
- Engage the local press with your activities

### How much time do I need to commit?

- We require our Ambassadors to commit the equivalent of 1 to 5 days spread out across the year. This may be subject to change, but any revision is unlikely to be radically different
- Please do bear in mind that we will expect all of our Ambassadors to fulfil this commitment, though will be considerate of other commitments and unavoidable circumstances (such as ill health)
- You will also need to be willing to travel as a part of the programme (e.g. to events and lobbies)

### What support will I be given?

- Cancer Campaigns will provide all the training materials and support you need to feel comfortable in the role

- You will be kept updated on the success of campaigns and provided with briefings on campaign topics
- The Cancer Campaigns team will be available to answer any other queries

### *What benefits can I expect?*

- You will be able to share your passion for beating cancer with the people who have the power to make a difference
- A rare opportunity to get expert advice on how to lobby a politician and work with the media
- We will reimburse agreed expenses you incur as a result of your Ambassador role
- You will get the chance to develop your skills, gain experience and improve your CV
- You will meet new people and share your experiences

### *Where will I be based?*

- Lobbying of politicians may take place either in your constituency or at the Houses of Parliament, Welsh Assembly, Northern Ireland Assembly or Scottish Parliament (depending on where you live and the coverage of the campaign). Local media work and raising awareness will take place in your community

### *Person Specification*

#### Essential

- A commitment to the work of Cancer Research UK and willingness to go the extra mile to beat cancer
- Confidence and enthusiasm
- The ability to communicate effectively and passionately to a variety of audiences, principally politicians and the media
- Focus and persuasiveness
- Must be of voting age (18 years or over) and eligible to vote in the U.K.

#### Desirable

- Experience of working with the media and politicians is an advantage

### *Being an Ambassador*

As an Ambassador you will be representing Cancer Research UK, so it is important that you act appropriately and within the bounds of your role. Our Ambassadors must:

- ▶ Behave in accordance with our Ambassador Volunteering Policy (available online and upon request)
- ▶ Only conduct actions requested of you by the Cancer Campaigns team and within the remit of your role, as it is essential that Ambassadors adopt consistent messaging for maximum impact
- ▶ Regularly provide updates about your activities and ensure that your communications with the press are appropriate and approved of by our press team

### *How do I apply?*

For an application form, please contact 07795 334929 or email [campaigning@cancer.org.uk](mailto:campaigning@cancer.org.uk)

If you have any questions, we would be happy to discuss them with you, or for more information and FAQs please visit [www.cancercampaigns.org.uk/ambassadors](http://www.cancercampaigns.org.uk/ambassadors)