

Recruitment Pack

Patient Events Coordinator

Myeloma UK

November 2020

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Our long term ambition

Make myeloma history

Our purpose

To give every patient an empowered present and a hopeful future.

About Myeloma UK

Myeloma UK invests in driving better patient outcomes through a comprehensive early diagnosis programme, cutting-edge research, sector-leading treatment access, award-winning information and support programmes, and pioneering healthcare services improvement.

Our community consists of the 24,000 people living with the incurable blood cancer myeloma, as well as those with related conditions including MGUS (a non-cancerous condition that can increase the chance of developing myeloma), smouldering myeloma (an early form of myeloma) and AL amyloidosis (a rare build-up of protein occasionally associated with myeloma). Including our patients with related conditions, the population we represent is over 63,000 people.

This means our work has to begin at identification of myeloma and encompass the whole of a patient's myeloma journey, including the complicated and difficult decisions they and their loved ones will have to make on the way.

Our long-term ambition is to make myeloma history, but we recognise that is a challenging process. As we work to that ambition, we are committed to providing every patient with an empowered present and a hopeful future.

We are committed to ensuring that patients receive more effective treatments, enjoy better outcomes, and have more years with a life they love. Your skills and expertise could help us to deliver that.

In 2019



Our income for the year was £4.7m

£3.7m



Our expenditure on meeting the needs of people affected by myeloma was £3.7m.



£1.2m

Our expenditure on research totalled £1.2m



From every £1 of expenditure, 79p was spent on improving the lives of people affected by myeloma.

COVID-19

As a cancer charity, COVID-19 has had a significant impact on our community. Myeloma patients are ten times more likely than a member of the general public to catch a virus such as COVID-19 and, because of the way their cancer develops and is treated, are categorised as extremely clinically vulnerable. The pandemic continues to impact how over 40% of our patients can receive treatment and the type of treatment they can have, and every patient has had to accept changes to the way they connect with their clinical teams and the way they live their lives.

We have reviewed our strategy in the light of these significant additional pressures on our community and re-set our strategic priorities. This will enable to address the serious emerging concerns of:

- Delayed diagnosis of new myeloma patients, and the impact of that delay on their clinical outcomes
- A shortfall in cancer research funding
- Geographical inequalities in provision of treatment and care
- Pressure on the NHS and on health policy design and delivery

Our strategy and work

Myeloma UK works to four strategic cornerstones:



We will reduce the impact of myeloma and related conditions on people's lives

Better patient outcomes are heavily dependent on identifying myeloma before symptoms develop and we work to raise awareness of myeloma with healthcare professionals and the general public.

We lead a unique early diagnosis working group that brings together clinical experts to address the challenges in identifying this complex cancer. We will evolve this to invest in vital research to examine how myeloma develops through each stage.



We will pursue lasting and transformative scientific discovery in myeloma and related conditions

Our uniquely focused research programme works with partners including the Institute for Cancer Research and the Structural Genomics Centre at Oxford University to drive understanding into the causes and treatment of myeloma. We are committed to the principles of open science.

We will accelerate the development of the most promising new treatments by investing in early stage clinical trial design through our Clinical Access and Research Programme (CARP) run in partnership with the University of Leeds and the UK Myeloma Research Alliance. We will set at least two new trials per year through CARP to provide patients with early access to novel therapies, up to ten years ahead of the NHS.

An orange circle containing the text "Transform the patient experience".

Transform

the patient
experience

We will identify unmet need, improve outcomes, and ensure equal access to patient-centred treatment and care for patients with myeloma and related conditions

We campaign for patient access to the latest treatments via the NHS through our sector-leading patient advocacy programme and provide award-winning information and support services to the myeloma community.

We will represent patients in every relevant drug assessment and work to have patient preference integrated into the drug evaluation process. We will evolve our information and support services to provide mental health and wellbeing tools and extend the support hours we offer.

An orange circle containing the text "Influence positive change in care".

Influence

positive change in
care

We will build the optimum model of care for myeloma patients and patients with related conditions through leadership and collaboration

We invest in the lifetime of the patient journey by operating a best practice accreditation programme for hospitals and providing educational and training materials to the wide range of healthcare professionals who treat myeloma patients and those with related conditions. Our health services research programme quantifies patient experience and need to change how patient care is designed, delivered and funded.

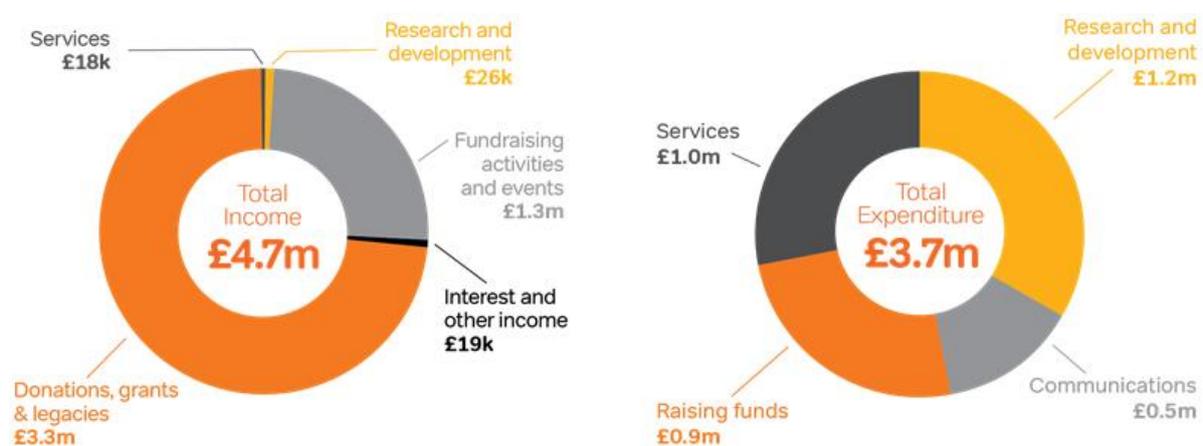
We will create a universal experience of myeloma care through our Clinical Services Excellence Programme and integrate patient preference into healthcare service design. We will influence the policy making process to ensure the needs of myeloma patients are understood and met.

Funding our work

Myeloma UK is a fundraising organisation with income generated from voluntary fundraising, grants and trusts, philanthropy and some trading activities. We rely on the generosity of our donors to enable us to run our life-changing programmes.

We have ambition to grow our fundraising substantially over the next three years to deliver the change myeloma patients need. Our strategic priorities are:

- Recover our pre-pandemic income by 2023, and pursue an ambitious and sustainable growth five year strategy to increase income
- Diversify our income streams, developing our high-level donor and trust and foundation activities
- Embed fundraising across the whole organisation



Income & Expenditure for the 12 months to December 2019

Building our brand

Myeloma UK is a trusted brand with patients, supporters, research partners and healthcare professionals. Our current audience is a limited one and committed to us, but often supports more than one blood cancer charity, hospital or hospice.

We need to grow greater recognition of our brand and the work the charity does with both the general public and decision makers and explore innovative and cost-effective ways in which we can grow brand reputation and reach without losing the sense of trust our community has given us.

Measuring our success

We need to be able to demonstrate and understand the difference we make in order to continue to innovate our programmes and attract continued funding.

We measure our success via:

- Patient experience
- Retention of supporters
- Reach of materials and marketing campaigns
- Delivery of projects
- Growth in income

Our Values



We strive for **Excellence**

We constantly strive for excellence in everything we are involved with, helping us achieve consistently high standards while offering well informed support. We have expert knowledge, delivering quality in everything we do.



We are **Compassionate**

Our understanding nature underpins all conversations, meetings and interactions. This warmth helps us empathise with people in difficult situations, offering support while being thoughtful and considerate colleagues.



We are **Passionate**

Our passion encourages us to go over and above, channelling our energy positively to make significant, measurable progress. We believe in what we do. Our desire to find a cure is unstoppable, as is our drive to help those affected.



We are **Collaborative**

We are united behind our goal of finding a cure for myeloma. To achieve this, we work with and support a wide variety of stakeholders to drive progress. This collaborative approach empowers us to work as a team, share progress, share knowledge and involve the right people.



We are **Innovative**

We are always searching for new ways to challenge myeloma. Our work progresses new drugs and treatments, influences policy and encourages positive change. Our ability to look at situations from a variety of perspectives allows us to explore new avenues and find the best ways to support the people we interact with.

Job Description

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|------------------------|---|
| Post | Patient Events Coordinator (permanent, full time, part time considered) |
| Job Ref | S/4 |
| Location | Flexible working from home with hub-based office days (Edinburgh) |
| Department | Healthcare Advocacy Services |
| Reporting to | Services Events Producer |
| Responsible for | This post has no direct reports |

Job Summary

The Patient Events Coordinator will deliver the patient and family myeloma and AL amyloidosis information events programme consisting of face-to-face events and webinars hosted by the Healthcare Advocacy Services (Services) team and held throughout the UK, developing the strategy for the programme and implementing event activity with the aim to increase participation and attendance

Evaluate all events to inform future planning, including monitoring associated income/expenditure.

As a member of the Healthcare Advocacy Services Team, the Patient Events Coordinator will contribute towards the delivery of the business's strategic, operational, and departmental plans.

Key Deliverables

1. Patient and Family Myeloma Information Events Programme:

- Organise the planning, coordination and delivery of the Services information events programme including administration, promotion and marketing, dealing with event logistics and delivery on the day
- Monitor the associated income and expenditure for the Services information events programme to ensure that the programme is delivered to budget
- Organise the planning and delivery of the digital events programme, dealing with promotion and marketing and taking ownership of technical aspects of

running online events. Contribute to overall programme plans and content with the Services Events Producer

- Develop marketing material and a publicity and communications strategy for the Services information events programme with the Communications Team maximising use of the web and social media to encourage attendance
- Develop and maintain good working relationships with all stakeholders including contacts at venues, external companies/suppliers, chairs, speakers, attendees and healthcare professionals and encourage their participation in the Services information events programme
- Ensure administrative support for the Services information events programme is completed on time and to a high standard
- Work with the Communications Team to ensure that all associated information events' materials reflect the Myeloma UK organisational brand and key messages
- Ensure that each information event is attended by a team of Myeloma UK employees and volunteers to support the delivery on the day and that they are appropriately briefed and trained to undertake required duties
- Conduct regular evaluations of the database and use the findings to drive and guide the Services information events activity and development
- Evaluate the programme on an ongoing basis and at the end of the year to determine areas for development and improvement

2. Reporting/administration:

- Support the Services information events programme project planning, management, delivery, evaluation and work reporting across the Services events programme
- Oversee programme budgets, report performance and variances and work with your line manager to forecast, reforecast and conduct contingency planning
- Ensure that all programme plans and activity are implemented to the highest standard and in line with legislation, codes of practice and operational procedures
- Work with line manager to plan future activity in accordance with development plans

- Develop and collect KPI data to evaluate all Services events and proactively report on performance and success with your team and organisation regularly and as required
- Prepare regular updates for team meetings on the progress of agreed programme plans and objectives
- Keep abreast of relevant legislation, trends and best practice and work with your line manager to develop the necessary internal policies, procedures and guidelines accordingly

3. General

Continuous improvement, developing skills, adhering to organisational quality standards, and team-work underpin all roles at Myeloma UK.

General responsibilities include:

- Adopt the Myeloma UK principles of quality management
- Be attentive to and implement organisation brand and style guidelines
- Participate in team meetings and work together with colleagues to maintain and improve knowledge and skills
- Act as a source of information and support to colleagues throughout the organisation
- Build productive working relationships with external advisers to maintain and enhance their commitment to Myeloma UK
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role
- This role will require some essential travel throughout the UK, therefore the post holder must be willing to travel. Regular travel to Edinburgh if based elsewhere will be required
- Undertake such work as may be appropriate to the post

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of Myeloma UK at any time after discussion with the post holder.

Person Specification

| Area | Essential | Desirable |
|--|---|---|
| Qualifications & Experience | <ul style="list-style-type: none"> • Educated to degree level or equivalent professional experience • Successful event management experience including planning delivery and evaluation • Project management experience • Clear evidence of building effective relationships with external stakeholders to deliver objectives • Budget management experience | <ul style="list-style-type: none"> • Marketing and communications experience • Line management experience • Patient involvement experience • Experience in training or facilitating groups • Digital events experience |
| Knowledge | <ul style="list-style-type: none"> • Thorough understanding of the principles of event management • Thorough understanding of how to identify and meet the needs of service users through event delivery • Knowledge of systems for event evaluation and service improvement • Understanding of the principles of effective communication | <ul style="list-style-type: none"> • Rare cancer awareness and knowledge • Understanding of the needs of cancer patients and their families |
| Skills | <ul style="list-style-type: none"> • Strong project management skills • Excellent written and verbal communication skills, including an ability to tailor communication to different stakeholder groups • Excellent relationship development and management skills • Excellent presentation and negotiation skills | |

| | | |
|------------------------|---|---|
| | <ul style="list-style-type: none"> • Ability to set priorities and work under pressure • Great attention to detail • Excellent organisation • Computer literate – good working knowledge of MS Word, Excel, PowerPoint and ability to use databases for recording and reporting | |
| <p>Personal</p> | <ul style="list-style-type: none"> • Constant desire for improvement • Self-motivated, able to work without close supervision • Dedicated team player • Commitment and desire to make a difference • Ability to take initiative • Ability to manage a wide range of tasks and work well under pressure to meet deadlines • Flexibility and willingness to develop and expand the role • Ability and willingness to work out of the office as required and at weekends across the UK | <ul style="list-style-type: none"> • An ability to think strategically |

Terms and Conditions

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|-------------------------|--|
| Post | Patient Events Coordinator (permanent, full time – part-time would be considered) |
| Salary | £25,000 - £27,249 |
| Probation period | Six months |
| Hours of work | <p>The standard working week comprises 35 hours, Monday to Friday. Myeloma UK operates a flexitime scheme and details will be provided by the HR and Operations Manager.</p> <p>The post holder will be expected to assume duties outside working hours to support the delivery of their role and the operation of the organisation when required.</p> <p>This post holder will be required to work a minimum of 5 Saturdays in accordance with the schedule of activity. Time off in lieu is offered for weekend work in accordance with the organisation's policy.</p> |
| Holidays | Full-time holiday entitlement is 30 days per calendar year, plus 6 public holidays. |
| Pension scheme | Myeloma UK complies with its auto-enrolment obligations and, subject to matched employee contributions, offers a 5% pension contribution to all staff. |
| Premises | Myeloma UK is situated at 22 Logie Mill, Beaverbank Business Park, Edinburgh, EH7 4HG. |

How to apply

If you think you would be a great fit for the role, please submit a copy of your CV together with a supporting letter to jobs@myeloma.org.uk.

Your letter should include the following:

- Why you are applying for this post
- How your skills and knowledge meet the requirements of the role
- How your experience and expertise can support and reflect our values
- Whether you currently have the right to work in the UK

Please note that only CVs accompanied by a supporting letter will be considered.

Applications close at 12.00 on 18 December 2020.

Interviews will be held virtually on Thursday 7 January 2021.

Appointment will be subject to receipt of satisfactory references.

As part of any recruitment process, Myeloma UK collects and processes personal data relating to job applicants. Myeloma UK is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. You can read more about how we do this here: www.myeloma.org.uk/jobapplicantprivacy.

