

# Digital and Print Designer Recruitment Pack

Myeloma UK

February 2023

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## Welcome

Thank you for your interest in Myeloma UK.

This is a very exciting time to join our team as Myeloma UK is at a key point in our charity's history. Having successfully served our community for 25 years, we are now looking forward to how we can adapt to the changing needs of myeloma patients and their loved ones.

When Myeloma UK was founded the life expectancy for a myeloma patient was between 12 and 24 months. There were no bespoke myeloma treatments available on the NHS, there were big gaps in our knowledge about the disease and getting the latest evidence-based information about myeloma was anything but easy. Today, the life expectancy has quadrupled to between four and eight years, with three out of ten patients living for ten years or more after their diagnosis – and some for much longer. There are now nine myeloma drugs in active use that can be delivered over 12 different combinations, we have funded over £19m of innovative myeloma research and for over two decades we have provided a range of patient support services and information which have been a lifeline for thousands.

We have come a long way. And yet, myeloma is still an incurable blood cancer. We still see one-third of patients being diagnosed at a late stage and in an emergency setting. And we now face new challenges as we work to give our community an empowered present and a hopeful future. With some patients living longer, we also need to ensure they live well with myeloma.

We are passionate about driving positive change for those effected by myeloma and committed to fostering a supportive culture of learning and innovation.

We look forward to hearing from you!

Yours sincerely

A handwritten signature in black ink, reading "Sophie Castell", with a long horizontal line underneath.

**Dr Sophie Castell**  
Chief Executive

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## Our long-term ambition

Make myeloma history

## Our purpose

To give every patient an empowered present and a hopeful future

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### In 2021



Our income  
for the year  
was £4.5m



Our expenditure on  
meeting the needs of  
people affected by  
myeloma was £3.9m



Our expenditure  
on research  
totalled £1.6m



From every £1 of  
expenditure, 83p 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 categorized as extremely clinically vulnerable. In 2020, the pandemic impacted the treatment of over 40% of our patients, and every patient has had to accept changes to the way they connect with their clinical teams and the way they live their lives.

In light of these significant additional pressures on our community, we reviewed our strategy and re-set our strategic priorities according to on-going need. This enables us 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:



### **Diagnose** myeloma earlier

#### **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.



### **Discover** and share knowledge

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

- Our uniquely focused research program 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 Program (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.



## Transform

the patient experience.

**We will identify unmet need, improve outcomes, and ensure equal access to patient-centered 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 program 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.



## 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.**

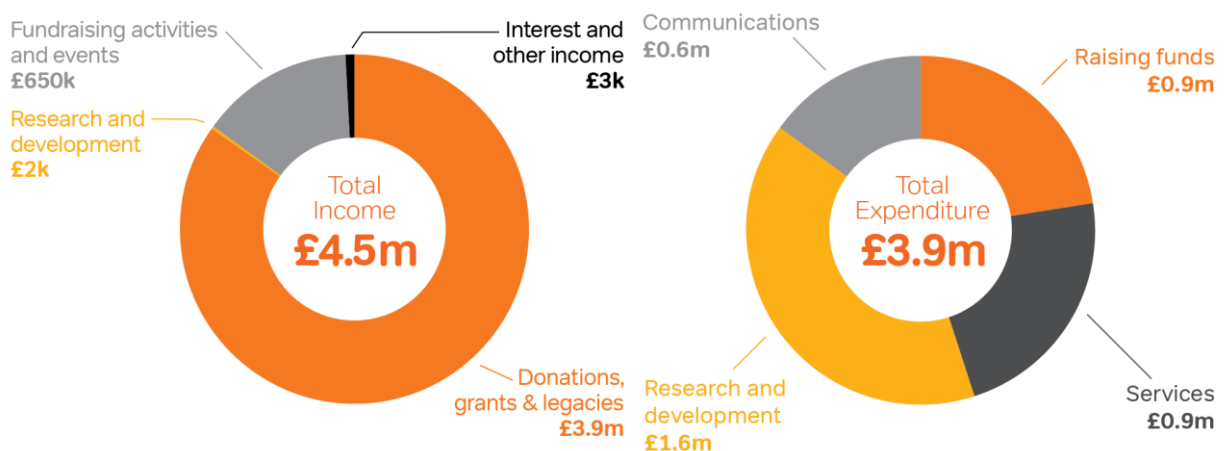
- We invest in the lifetime of the patient journey by operating a best practice accreditation program for hospitals and providing educational and training materials to the wide range of healthcare professionals who treat myeloma patients and those with related conditions. Our health services research program 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 Program 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 organization 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 programs.

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 organization.



**Income & Expenditure for the 12 months to December 2021**



## 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, as well as continue to 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 programs 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

<b>Post</b>	Digital and Print Designer (permanent, full time)
<b>Job Ref</b>	C/8
<b>Location</b>	Edinburgh (Currently flexible working from home with hub-based office days)
<b>Department</b>	Communications and Branding
<b>Reporting to</b>	Senior Digital and Print Designer
<b>Responsible for</b>	This post has no direct reports

### Job Summary

The post holder will bring innovative thinking to produce new and exciting designs for digital and printed patient information, online campaigns, social media and marketing collateral.

They will work collaboratively and provide design and brand support to colleagues, ensuring all artwork complies with brand and style guidelines

As a member of the Communications and Branding Team, the Digital and Print Designer will contribute towards the delivery of the business's strategic, operational, and departmental plans.

### Key Deliverables

#### 1. Graphic Design

- To work with the rest of the design team to produce compelling digital and printed campaign materials of a high standard and which comply with brand and style guidelines
- Discuss ideas, concepts and mock-ups with internal clients, ensuring that briefs are clear and the direction is set early in the design process
- Liaise with external print suppliers to understand their processes and what they need for artwork, including; timescales, document preparation, printing process and proofing

## **2. Media design and production**

- Produce a range of media content to satisfy internal briefs and help stakeholders engage with our communications, including video, photography and interactive media
- Help manage the image library and provide guidance to internal clients as to what images can be used where
- Writing copy for marketing and communications materials as appropriate and proof-reading documents prior to print or publication
- Creation and editing of video and audio for digital platforms
- Bring new ideas, concepts and approach to the communications team, always focusing on the stakeholder and how Myeloma UK can diversify means and methods of communicating

## **3. Reporting/administration**

- Participate in project planning, management and evaluation. Report progress across work areas in accordance with departmental processes
- Keep abreast of relevant design and technology developments, emerging trends and best practice, and work with the line manager to ensure Myeloma UK stays current and relevant for all stakeholder groups
- Be attentive to and implement organisation style and brand guidelines
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role

## **4. 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
<b>Qualifications &amp; Experience</b>	<ul style="list-style-type: none"> <li>• Educated to degree level in a relevant subject, or equivalent professional experience</li> </ul>	<ul style="list-style-type: none"> <li>• Postgraduate qualification in graphic design</li> <li>• Background or experience working with the medical/scientific field would be advantageous</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Excellent IT Skills, specifically Adobe Creative Suite (PC) especially InDesign, Illustrator, Premiere Pro/After Effects, and Photoshop, as well as Microsoft Word, Excel and PowerPoint</li> <li>• Creative flair and history of producing high quality visual content</li> <li>• Superb written and verbal communication skills</li> <li>• Ability to interpret briefs accurately</li> <li>• Excellent understanding of digital and media environments</li> <li>• An understanding of marketing across all media including social media campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of how to support fundraising activity through designing effective marketing materials</li> <li>• An understanding of accessible design concepts and their implementation</li> </ul>

## Terms and Conditions

<b>Post</b>	Digital and Print Designer (permanent, full-time)
<b>Salary</b>	£25,311 - £27,582
<b>Probation period</b>	Three months
<b>Hours of work</b>	<p>The standard working week comprises 35 hours, Monday to Friday. Myeloma UK operates a flexitime scheme and details will be provided by the Head of HR and Operations.</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>
<b>Holidays</b>	Full-time holiday entitlement is 30 days per calendar year, plus 6 public holidays.
<b>Pension scheme</b>	Myeloma UK complies with its auto-enrolment obligations and offers a 6% pension contribution to all staff.
<b>Premises</b>	Myeloma UK is situated at 22 Logie Mill, Beaverbank Business Park, Edinburgh, EH7 4HG.

## Join us!

At Myeloma UK, we are committed to bringing together the best and brightest people across the whole organisation. We are interested in people who have helped charities and organisations achieve their ambitions, be that through professional or lived experience. We know that it is only by bringing multiple talents into a team that we can achieve change, so we would like to hear about what makes you exceptional – your skills, your interests, your experience, and your values. We are committed to reflecting the whole myeloma community in our structure, so we particularly encourage applications from black and ethnic minority communities and from people with disabilities.

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](http://www.myeloma.org.uk/jobapplicantprivacy).

Myeloma UK funds research into myeloma and is a member of the Association of Medical Research Charities. As part of this we have a statement on our website with our position that we support animal use in research in an essential, appropriate and ethical way. For further information please go to <https://www.myeloma.org.uk/wp-content/uploads/2020/05/Animal-use-in-Research.pdf>

## 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](mailto: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 on 20 February 2023

First interviews will be held virtually on 28 February 2023

Appointment will be subject to receipt of satisfactory references.



