

## ***brainstrust* story teller**

12 month paid internship (living wage), full time based in Leeds, London or Cowes.

Starts 1st January 2015

There are over 55,500 people living with a brain tumour in the UK. 16,000 more people are diagnosed each year. 20-40% of all cancers spread to the brain. Brain tumours are the biggest cancer killer of the under 35s. The disease is responsible for over 20 years of life lost in the typical patient, making it the most lethal cancer. What causes brain tumours is unknown and incidence is increasing.

Interesting. But we know that these statistics don't help you on the day you are told 'you have a brain tumour'.

We know a brain tumour diagnosis is confusing, isolating and overwhelming. We know these problems are exacerbated by not being able to access care and information quickly and easily. And we also know that access to proactive support, and good information can improve knowledge and understanding, reduce anxiety, increase preparedness for events, instil control and improve satisfaction with treatment in brain tumour patients. That's why we're here.

This is an exciting opportunity to have real influence. You can make a big impact in a small and stable (but growing) charity as we carve out a new sector for brain tumour support.

### **The role**

This is very exciting. We are looking for someone to be *brainstrust's* very own writer and storyteller for 12 months. This is a new role, that will be vital in helping us to reach new audiences and generate greater understanding of our work with those that already know about us.

No experience is required, but unbound enthusiasm, and a keen interest in writing and marketing is important.

### **Aims**

We have a great many incredible stories to tell and to share, which when told over the coming 12 months, will encourage more people with a brain tumour to contact us for help and support and enthuse new people to support our work. We also recognise the importance of a fresh perspective; a new outlook within our team, in a creative role will bring welcome and additional opportunity for reflection and analysis of our communication practices.

## Activities

The successful applicant will...

- 1) Work with our amazing support team to grow our bank of patient and carer stories, so people can see just what impact our support holds, and what is possible if they contact *brainstrust* for help.
- 2) Work with the fundraising team to document and share news of upcoming and past activity so that our supporters become more engaged with our work, and we are reaching new audiences
- 3) Work with our Director of Policy to share in words and pictures how we are changing the world for people with a brain tumour
- 4) Work closely with *brainstrust's* Director of Development so that workload is prioritised to meet the aims outlined in our business plan and published in the most appropriate way.

## Profile

You will be a recent graduate who loves reading, writing and marketing in all shapes and sizes. You will be a highly creative person, comfortable with writing like you speak. You won't take things at face value, and will love to interrogate a brief to be sure that we're working towards the right objectives. You will have an affinity with our work, and will know your way around the internet and will undoubtedly have a view on what's hot and what's not when it comes to social media. It's important that you can work independently, but also understand the value of communicating with the wider team. You will also need to have exemplary organizational skills, holding 'to do' lists, diaries and schedules with the highest regard.

### Deadlines

The role commences on the 1<sup>st</sup> January 2015

The closing date for applications is 3<sup>rd</sup> November

You will need to be available for two interviews, first on the 6<sup>th</sup> November with the second, in London on the 24<sup>th</sup> November.

### Apply now

Please email your CV with an example of your writing and covering letter to [will@brainstrust.org.uk](mailto:will@brainstrust.org.uk) by the 3<sup>rd</sup> of November.

### More information

Please contact [will@brainstrust.org.uk](mailto:will@brainstrust.org.uk) or call 01983 213574

[www.brainstrust.org.uk](http://www.brainstrust.org.uk)

