

Job Description

Our charity

We're Breast Cancer Now, the charity that's steered by world-class research and powered by life-changing care. We're here for anyone affected by breast cancer, the whole way through, providing support for today and hope for the future.

If we all act now, by 2050, we believe everyone who develops breast cancer will live and have access to the care to live well.

Job title	Direct Marketing Officer
Directorate	Fundraising, Communications & Engagement
Team	Individual Giving
Job title of reporting manager	Senior Direct Marketing Manager
Job title(s) of direct reports	N/A
Document created (Month and Year)	April 2021

Overview of directorate

The Fundraising, Communications & Engagement Directorate is responsible for engaging new and existing supporters and building relationships with them to enable us to provide the growing income Breast Cancer Now needs to deliver its vision that by 2050 everyone who develops breast cancer will live, and live well. We look to develop long term, holistic relationships with supporters, maximising all the ways they can help – giving or raising money, volunteering, campaigning or helping share awareness messages.

This is an exciting time to join the charity. We fund the brightest minds to discover how to prevent breast cancer, how to detect it earlier and how to treat it effectively at every stage. With over 55,000 women and around 350 men being diagnosed each year with breast cancer and over 11,500 women dying from the disease, we urgently need to raise more money to save lives.

The Fundraising, Communications & Engagement Directorate will raise over £45m in 2019/2020 and the Individual Giving team will play a pivotal role in this.

Job purpose

- To manage and review a programme of acquisition and retention direct marketing fundraising campaigns in order to increase unrestricted net voluntary income for Breast Cancer Now.

- To be responsible for delivering agreed activity to achieve/exceeding income targets through a range of communication channels, including door to door, private sites, direct mail, telemarketing, email, internal communication and any other relevant channel

Key tasks and duties

Campaign management:

- Plan, deliver and manage direct marketing campaigns to recruit, develop and build relationships with supporters through a variety of channels to schedule and budget.
- Management of direct marketing including briefing agencies, sourcing material, managing data selections, appraising creative copy and artwork, managing the approval and production process, proofing, setting up and monitoring campaign fulfilment
- To be accountable for operating against agreed schedules and processes, liaising with internal and external customers and suppliers as agreed. Ensure suppliers are briefed and identify and monitor the support required throughout the campaign period.

Results and budget management:

- To take accountability for ensuring that assigned Direct Marketing campaigns are managed against agreed expenditure levels.
- To track, analyse and report on results from assigned Direct Marketing campaigns.
- Review direct marketing campaigns and ensure information is used to inform future plans as appropriate.

Agency management:

- Brief and manage internal and external suppliers, acting as point of contact for day to day queries and results management.
- To demonstrate best practice in working with key internal and external suppliers to ensure maximum efficiency and campaign effectiveness.
- Train and inspire fundraisers in external agencies, communicating the full range of the work of Breast Cancer Now to them.

Communications:

- Use key messages, stories and examples that inspire and explain our work to a public audience in order that they actively respond to the marketing.

Legal/Risk:

- Develop and maintain accurate, up-to-date and organised records for all supporters and prospects using organisational databases. Ensure all supporter information is managed and stored in line with Data Protection regulations and compliance team guidelines.
- Represent the charity within relevant consortia and compliance bodies such as The Fundraising Regulator.

Any other duties as directed by and agreed with line manager

- Participate in and support Individual Giving wider plan and strategy through team meetings and project work.

- Build and retain a network of contacts across the charitable and commercial sector to keep abreast of developments and adopt new practices, that may impact on or serve as an opportunity for the charity.
- Represent the charity at events and enhance our profile and reputation with willingness to work some anti-social hours.
- To adhere to Breast Cancer Now's Health, Safety and Wellbeing Policy and Procedure.
- Any other duties that are within the scope and remit of the role and as agreed with your manager.

Person Specification

Qualifications and Experience

It is **essential** for you to have the following qualifications and experience:

- Experience of working with external suppliers to deliver direct marketing campaigns
- Experience of using a relationship management database
- Experience of managing a varied workload to tight deadlines

It is **desirable** for you to have the following qualifications and experience:

- At least one year's direct marketing campaign management experience is desirable
- Experience of working in a fundraising environment is desirable

Skills and Attributes

It is **essential** for you to have the following skills and attributes:

- Take a flexible approach to managing a wide and varied workload, prioritising accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines
- Effectively manage external fundraising agencies and suppliers
- Demonstrate good ability to manage direct marketing projects
- Highly numerate, excellent IT skills including Excel
- Highly organised, strong attention to detail
- Excellent written, spoken and negotiation skills

It is **desirable** for you to have the following skills and attributes:

- Be able to deliver engaging presentations to a variety of audiences (internal and external)
- Be actively engaged in the market place and aware of developments in the sector

Role Information

Key internal working relationships

You will work closely with the following:

- Senior Direct Marketing Managers
- Head of Individual Giving
- Wider Individual Giving team
- Supporter Operations teams – Data, Supporter Care and Compliance
- Communication and Engagement team
- Wider Organisation

Key external working relationships

You will work closely with the following:

- Agencies and suppliers
- A broad range of supporters, including women with breast cancer and their families who are actively engaged in our promotional activity for fundraising
- Fundraising networks and wider charity networks

General information

Location of role	<p>Please note that currently Breast Cancer Now is following Government guidelines regarding working from home. Although the role is based in [Cardiff/ Glasgow/London/Sheffield] the expectation is that once restrictions are eased we will follow a blended approach between office and home working. The address of the London office is:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY</p>
Hours of work	35 per week, Monday to Friday
Contract type	Permanent
Medical research	We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when there are no alternatives.
Conflict of interests	You will be obliged to devote your full attention and ability to your paid duties. You should not engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.
Immigration, Asylum and Nationality Act 2006	You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.