

## 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.

<b>Job title</b>	Mass Participation Marketing Officer
<b>Directorate</b>	Fundraising, Communications & Engagement
<b>Team</b>	Individual Engagement & Supporter Operations
<b>Job title of reporting manager</b>	Mass Participation Marketing Manager
<b>Job title(s) of direct reports</b>	NA
<b>Document created (Month and Year)</b>	July 2021

### Overview of directorate

The newly formed Fundraising, Communications & Engagement Directorate at Breast Cancer Now has overall responsibility for communicating, engaging, and fundraising to key audiences across a range of channels. The Directorate leads on communicating the charity, its work and impact, to all those affected by the disease; their friends and family, and those audiences key to delivering impact. It provides high-quality, engaging information and communications about breast cancer and ways to engage with Breast Cancer Now.

The team leverages the strength of its bold brand, reputation, and cause to create compelling ways by which people can engage with and financially support Breast Cancer Now's work. The Directorate is led by patient voices from all parts of the population and champions their views and needs across a range of communications and platforms. The Directorate uses digital channels innovatively and effectively to drive effective service delivery, deliver information, and drive engagement and fundraising with supporters and partners.

The Directorate is responsible for raising income for the charity to continue its critical work to

provide support for today and hope for tomorrow through a wide range of fundraising activities. The Directorate works collaboratively with the public, patients, supporters, partners, influencers, celebrity scientists and healthcare professionals to develop communications, information and fundraising that builds awareness, trust, loyalty, passion, affinity, and influence.

The Directorate is responsible for the following key areas:

- Brand, Marketing & Communications
- Digital & Strategic Insight
- Press, PR & Celebrity
- Individual Giving & Supporter Operations
- Community & Events
- Corporate Partnerships
- Philanthropy & Special Events

All members of the Directorate work closely with the Services, Clinical, Research & Policy Directorate to understand the crucial work Breast Cancer Now does and to promote and amplify it widely, to drive more support and engagement for its continuation across key stakeholders.

### **Mass Participation Team**

The Mass Participation Team sits within the Individual Giving and Supporter Operations Department which recruits, retains and develops a range of audiences.

The Mass Participation team is responsible for the end to end delivery of the charities large scale, self-organised, mass participation events. At present the portfolio consists of two events:

- Wear it Pink
- Afternoon Tea

The team is made up of 9 people and is responsible for raising around £2.5m each year.

The team's focus is on growing and developing these products, ensuring we achieve the highest standards of supporter experience, recruit the best quality participants at volume, and build relationships with them for the long term.

Our focus is on generating as much net income as possible.

### **Wear it Pink:**

Wear it Pink takes place in October each year, generating c£1.8m pa by engaging over 20,000 people to raise money in their offices, homes and schools. Further information is available at [wearitpink.org](http://wearitpink.org)

The Mass Participation Team is responsible for the end to end delivery of this campaign, from marketing to process design, mass supporter journey development to one to one relationship building.

Our job is to deliver a brilliant supporter experience to thousands of top quality registrants, we then evaluate each campaign and plan the next, ensuring we build and grow year on year.

### **Afternoon tea:**

Afternoon tea is a, fantastic, longstanding, mass participation event. Supporters are encouraged to hold an afternoon tea in July and raise money for our vital work.

As with wear it pink, the team are responsible for the successful end to end delivery of this fantastic campaign. With a goal to raise almost £500k this year and £700k in 2022, this is product we believe has huge potential to grow for the future. Further information is available at [breastcancer.org/get-involved/do-your-own-fundraising/afternoon-tea](https://breastcancer.org/get-involved/do-your-own-fundraising/afternoon-tea)

### **Our Goals:**

Our goal is to have long term, multi-faceted relationships with mass participation supporters, which maximise all the ways they can help us.

We are committed to recruiting the best quality participants by ensuring that everything we do is grounded in the cause and the reasons and motivations that people have to fundraise for us.

We are committed to delivering the best possible supporter care, with a relationship fundraising approach running through all of our work. Retaining and building relationships with supporters is our goal, making them feel valued, special and ensuring they know how much their support means is our objective.

### **Job purpose**

- A diverse/flexible role, working at Officer level across Afternoon Tea and wear it pink marketing
- To work in conjunction with the Marketing Manager to develop long term marketing plans for our portfolio of mass participation events as needed
- To personally manage and be responsible for elements of these campaigns
- To support specific tasks at busy times, providing overflow assistance on some weekly and daily tasks such as the supporter inbox at peak times. To deliver the highest standard of work that is focused on: quality, compliance, audience centric planning
- To ensure that we are supporter focussed in everything we do, always willing to go the extra mile to ensure that they feel valued and recognised and are therefore more likely to want to continue to support us
- To assist in the development and management of other mass participation products and projects as they emerge

## Key tasks and duties

### Marketing:

- Support with the yearlong marketing campaign planning process, ensuring that we have well thought through campaign plan in place in good time for campaign launch
- Executing the Afternoon Tea marketing campaign – managing and coordinating with agencies and internal teams as necessary, ensuring our marketing is personal, enabling us to maximise response to every campaign
- Delivering marketing activity across all channels for Afternoon Tea - including but not exclusively - social media, email, digital (ad words and display), direct marketing, print and telemarketing
- Responsible for data quality and optimisation within the campaign- focussing on ensuring selection and data are accurate and volumes are maximised
- Briefing internal teams within SLA's to ensure seamless campaign delivery and strong internal working relationships
- Thinking creatively and big picture at all times, to ensure we're able to capitalise on all opportunities
- Developing timing plans for all marketing activity, ensuring we have a record of exactly what we did and when we did for future planning and evaluations
- Delivering campaigns within or under budget at all times
- Coordinating evaluations from suppliers, ensuring we're learning and evolving our marketing year on year
- Working with key internal stakeholders to implement campaign activity including: digital team, PR team, brand, community fundraising, policy and campaigns, corporate, supporter engagement, database
- Working within Google Analytics and Power BI to track and monitor marketing performance
- Working with the insights team to ensure that we have accurate and detailed marketing campaign reporting
- Along with the Marketing Manager - responsible for ensuring that all marketing activity is compliant, in line with regulation and operating within best practise guidelines

### Campaign delivery:

- At particularly busy time in the campaign period, to support specific projects within campaigns as determined by the campaign managers to enable the successful and timely launch and execution of campaigns
- Ensuring that all processes are working smoothly and are designed, putting the supporter first
- Supporting the execs with the inboxes at critical times to ensure we're reaching the highest possible standards to maximise net income
- To brief internal teams accurately and within SLAs to ensure good internal working relationships
- Remain flexible and willing to help out with campaign tasks as they come up

- To support the execs with team finance management, particularly at year end.

Project Management (outside of Wear it Pink and Afternoon Tea):

- To manage the co-ordination and planning of other projects within the Mass Participation Team as and when assigned. This will be a mixture of internal and supporter facing work

General responsibilities

- To keep abreast of all legislation and regulatory change.
- Build relationships across Fundraising and the wider organisation, working collaboratively and constructively with other colleagues towards wider organisational goals.
- Be an ambassador at events, supporting the delivery of Breast Cancer Now's vision and ensuring that the charities profile and reputation are enhanced.
- Actively participating in meetings and effectively lead meetings to achieve objectives.
- Ensure project documents are complete, current, and up to date.
- Any other duties as directed by and agreed with line manager.
- 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

### Experience

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

- Working in a similar role with an excellent track record of surpassing targets
- Experience of developing and managing the delivery of integrated marketing campaigns to agreed objectives and targets
- Experience and knowledge of direct and digital marketing techniques
- Experience of working as part of a team and individually
- Experience in a campaign delivery role, working to ensure a campaign/event runs successfully
- Experience working flexibly and with a range of people
- Experience building strong relationships with supporters

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

- Personal experience of working with and actively managing a range of third parties and agencies to support the creation and delivery of mass marketing campaigns, monitoring their outputs against KPIs
- Working knowledge of relationship management databases (raisers edge or Enterprise)

## **Skills and Attributes**

We would like you to be able to:

- Have strong creative integrated marketing skills, especially within digital marketing and specifically paid social media marketing
- Excellent relationship building skills
- Positive demeanour and strong leadership skills
- Take a flexible and collaborative approach to managing a wide and varied workload, prioritising and delegating accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines
- Set up, monitor, report and make recommendations against key performance indicators
- Excellent project management skills and demonstrable ability to work to tight deadlines
- Excellent numerical skills and IT skills – MS Office, Outlook and Internet
- Excellent written, presentation, spoken and negotiation skills
- Excellent written creative/persuasive communication skills with the ability to both write and critique fundraising copy
- Excellent communications skills, both verbally and in writing including ability to write and present briefs, reports and campaigns

We would like you to:

- Be self-reliant, good problem solver, results oriented
- Have an entrepreneurial readiness to seize new opportunities, eager to source new ideas and perspectives to initiate actions which improve results and add value
- A high level of drive and ambition, both personally and for the organisation
- The ability to be flexible, diplomatic, assertive and a good negotiator
- Open, able and willing to deliver beyond his or her personal brief

## **Role Information**

### **Key internal working relationships**

You will work closely with the following:

- Head of Mass Participation
- Marketing Manager
- Wider Mass Participation team
- Supporter Operations teams – Data, Supporter Care and Compliance
- Digital team
- Brand 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 fundraising
- Fundraising networks and wider charity networks

## General information

<b>Location of role</b>	Please note that currently Breast Cancer Now is following Government guidelines regarding working from home. Although the role is based in London 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:  Ibex House, 42-47 Minories, London EC3N 1DY
<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	Permanent
<b>Medical research</b>	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.
<b>Conflict of interests</b>	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.
<b>Immigration, Asylum and Nationality Act 2006</b>	You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.