

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	Community Fundraising Products Officer
Directorate	Fundraising, Communications and Engagement
Team	Community and Events
Job title of reporting manager	Senior Community Fundraising Products Manager
Job title(s) of direct reports	Community Fundraising Products Executives
Document created (Month and Year)	October 2021

Overview of directorate

The Fundraising, Communications and 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.

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.

Job purpose

To maximise net income and supporter engagement from Community Fundraising Products, improve and evolve supporter processes and manage community fundraising products.

Key tasks and duties

- Working with the Senior Community Fundraising Products Manager to develop and implement our £1,000 Challenge product, creating fantastic end to end supporter experiences that convey who we are, what we are trying to achieve and why these supporters mean so much to us.
- Working with the wider Central Community and Regional Community Fundraising Teams to support in the delivery of the sector based cycling challenges, Golf offering and DIY fundraising experiences.
- Provide an excellent personal supporter experience to everyone who participates in a Community Fundraising activity by managing the Community inbox and answering phone calls, sending fundraising resources and ensuring all supporters are thanked appropriately.
- Plan and deliver mass stewardship communications. This will include working with the Data, Digital and Brand teams to plan and fulfil email communications and offline fundraising packs which will include developing data and copy briefs, checking data and uploading files for relevant teams and third parties.
- To monitor the performance of community fundraising products alongside the Senior Community Products Fundraising Manager, providing recommendations on optimisations and improvements, and taking remedial action where required.
- To manage the performance and personal development of the Community Fundraising Product Executive.
- Ensure project documents are complete, current, and appropriately stored and follow income processes, ensuring supporter fundraising totals are recorded accurately.
- To work with internal teams and external agencies on the creation and fulfilment of materials to support our fundraisers in reaching and exceeding their fundraising targets.
- To work with the Community and Events Marketing team on the execution of marketing campaigns, as determined and agreed with the Senior Community Fundraising Products Manager.
- Support the Community and Events marketing team in writing briefs and proofreading copy for all marketing collateral, including brochures, letters, DM and the website.
- To gather stories of supporters who are taking part in the products and ensure we tell these stories in the most compelling ways to inspire others to support us.
- To look at what additional, multi-channel activity we can do to ensure our supporters are having the most positive experience with us and feel highly valued.

- Ensure central processes are being followed and the database is kept up to date, recording and adding information when necessary, while ensuring all procedures are fit for purpose and optimised as needed.
- To monitor and track the budget associated with the £1,000 Challenge.
- Build relationships at all levels to ensure the work of the Community Fundraising team is understood and actively supported by other teams. Ensure that you and your team work collaboratively and constructively with other colleagues and wider organisational goals.
- Any other duties as directed by and agreed with line manager.

Person Specification

Qualifications and Experience

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

- Demonstrable experience of successfully helping to deliver community fundraising initiatives or activity, including in the recruitment and stewardship of supporters to meet financial targets and KPIs.
- Demonstrable experience planning, implementing and evaluating supporter journeys, including email marketing.
- Experience of developing on and/or offline resources and/or marketing campaigns or activities .
- Demonstrable experience of personally building excellent relationships to add value with supporters or customers.
- Experience of working in supporter or customer service operations, and adapting or developing supporter or customer processes and procedures.
- Line management experience, or experience in supporting and working closely with more junior members of staff.
- Good knowledge of the current Community Fundraising market including key trends
- Experience using relationship management databases.
- Experience in developing and improving processes to support efficiencies and/or provide an improved supporter experience.

Skills and Attributes

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

- Strong project management skills; a logical and thorough planner with the determination to see tasks through to completion.
- Excellent time management; able to manage a wide and varied workload, prioritising key tasks and ensuring that deadlines are always met.

- Numerate with a good understanding of relevant KPIs with the ability to analyse and interpret data to assess performance of activity and make robust recommendations.
- Constructive but robust approach to working with internal departments and external agencies.
- Excellent attention to detail in terms of your own work and how you support and steward supporters/customers.
- Ambitious and determined, both personally for your own professional development and for the organisation.
- Strong communication skills, including the ability to write good copy as well as brief and review copy and creative from the brand team or external suppliers.

Role Information

Key internal working relationships

You will work closely with the following:

- Fundraising, Communications and Engagement Directorate
- Colleagues at all levels across Fundraising, Communications and the wider charity

Key external working relationships

You will work closely with the following:

- A broad range of supporters, individuals, groups and volunteer committees
- Agencies and Suppliers
- Fundraising networks and wider charity networks

General information

Location of role	Although the role is based in our London office, Breast Cancer Now will be following a blended approach between office and home working with a minimum of two days per week in the office for full-time staff members. The address of the office is: Ibex House, 42-47 Minories, London EC3N 1DY
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.