

## 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>	Senior Corporate Engagement Lead
<b>Directorate</b>	Fundraising, Communications and Engagement
<b>Team</b>	Corporate Partnerships
<b>Job title of reporting manager</b>	Head of Corporate Engagement
<b>Job title(s) of direct reports</b>	n/a
<b>Document created (Month and Year)</b>	November 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 delivering £12.7M net 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.

### **Job purpose**

Held by a senior new business professional, this role will identify and nurture relationships with top prospects in priority sectors, such as fashion and beauty. This role will develop multi-year, multi-income stream, shared purpose partnerships, raising more than £200k per annum.

### **Key tasks and duties**

- Manage the end-to-end process to secure new partnerships that have capacity to raise £200k+ per annum.
- Create sector strategies using market data, focussing on those opportunities that can bring in £200k+ per year as well as adding value to the charity and people affected by breast cancer.
- Work with the Corporate Partnerships and Engagement Executive to qualify if a company has the potential to be a corporate partner (a qualified prospect).
- Autonomously deliver first-class relationship management across all prospects. Proactively engage prospects at all levels and build and maintain this relationship through regular contact.
- Work closely with colleagues and use their expertise, where relevant, in the sales cycle. Seek out colleagues' thoughts on ways the company/ sector can add value, invite colleagues to meetings, pitches, secure their input into presentations, proposals, campaign ideas and /or utilize their resource for the content creation of pitches, sales decks or films.
- Identify opportunities across the charity to engage prospective partners through events, funding requests and involvement in service/research developments.
- Work with teams across the charity to ensure that the business develops a strong relationship with the charity which transcends individual relationships.
- Become an expert in the context in which your top prospects are working, so that the team can look to you for sharing expertise and you can provide high-level briefings for the Head of Corporate Engagement and the Associate Director.
- Produce and deliver high quality, creative, persuasive, and accurate presentations and

proposals, ensuring a tailored approach at all times.

- Negotiate terms and contracts with new partners to ensure maximum value for the charity.
- Hold an excellent level of legal knowledge, ensuring that any potential partnership is compliant legally and will deliver activity to a best practice standard, raising anything of concern to the Head of Corporate Engagement.
- Ensure that any new partnership developed is sensitive to men and women affected by breast cancer by making sure to check in with the Clinical team and, if required, to use the insight panel of women and men with a lived experience of breast cancer.
- Manage some of Breast Cancer Now's existing relationships in the pharmaceutical sector and proactively submit grants and sponsorship requests.
- Maintain an informed, strong and robust pipeline, ensuring that the team is on track to achieve the target number of approaches, meetings and proposals each quarter.
- Provide timely and accurate reporting, monitoring and evaluation of all new business activity. Manage the income of your sectors, liaising with the Head of Corporate Engagement to highlight risk and opportunities.
- Work alongside colleagues in the Corporate Partnerships team to share and take learnings from across the partnership portfolio and contribute to concept development, new pitches and meetings as requested.
- Build a strong internal profile, notably with charity Directors, so that you can influence key stakeholders and utilise their experience and/or seniority to support partnerships within your portfolio.
- Keep accurate records through files and Breast Cancer Now's database to collect information for the organization.
- Deputise for the Head of Corporate Engagement as requested, ensuring that they are debriefed, as necessary.
- 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:

- Significant experience of new business with a track record of securing multiple 6-figure partnerships via formal applications, proposals and pitches and designing bespoke shared purpose partnerships.
- Working with internal and external contacts, with differing levels of seniority to identify, secure and grow income potential.

- Creating and following sector or prospect strategy plans, developed on your own initiative.
- Experience of working on a variety of projects and the ability to simultaneously manage a wide range of tasks.
- Commercial acumen demonstrated in the creation of high value cause related marketing campaigns and or sponsorship agreements.
- Budget management across multiple income streams.
- Development of internal working groups, influencing and negotiating with teams of various seniority.
- Senior-level reporting, with confidence and authority presenting to Director-level contacts.

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

- Working in a fast paced, multi-faceted environment.
- Working in a corporate sales and marketing role.

### **Skills and Attributes**

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

- Exceptional relationship management skills with the ability to manage stakeholders at all levels.
- Excellent written and verbal communication skills, with the ability to communicate and influence a wide range of audiences.
- Ability to influence and negotiate internally and externally at all levels.
- Strong organisational, project and time management skills with the ability to use own initiative, prioritise and demonstrate a problem-solving approach.
- Ability to develop a strategy which delivers across fundraising, engagement and strategic goals.
- Demonstrable ability to work collaboratively across departmental boundaries to achieve shared organisational goals, and to influence and engage colleagues to help you reach partnership objectives.
- The ability to think creatively to develop tailor made proposals to meet partners' needs.
- Highly numerate with ability to set, monitor and evaluate income and expenditure and create appropriate reports, also to develop remedial or alternative plans to ensure annual and long-term forecasts are met.
- Think in a clear minded fashion and plan strategically for long term success.
- Resilience: the ability to remain positive and recover quickly from setbacks, keeping problems in perspective and taking a solution focused approach.
- Teamwork: supporting others generously and challenging constructively if necessary.
- Experienced in IT (including social media, Microsoft Office, digital fundraising platforms and databases).

- A natural empathy for women and their families affected by breast cancer.

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

- Digital fundraising and content generation, with a creative approach to messaging to engage a variety of different audiences.

### **Knowledge**

It is **essential** for you to have the following level of knowledge:

- Strong understanding of the commercial sector and major UK brands, and ability to demonstrate credible business acumen in this capacity when talking to senior contacts.
- Strong understanding specifically of target sectors, their dependencies, risks and opportunities.
- Strong understanding of the Corporate Fundraising sector, how it has changed, its risk and opportunities, and how charities need to adapt to new demands.

It is **desirable** for you to have the following level of knowledge:

- An awareness of the issues people affected by Breast Cancer can experience

## **Role Information**

### **Key internal working relationships**

You will work closely with the following:

- Corporate partnerships team, notably the Head of Corporate Engagement, Corporate Engagement Manager, Corporate Partnerships Executive and Account Managers.
- Public Health, Research and Services teams to identify opportunities for funding and support.
- Policy Manager to support our work with pharmaceutical companies.
- Clinical teams to harness their expertise in strategic development or messaging advice.
- Fundraising, Communications and Engagement Directorate to develop opportunities to cross-sell products and opportunities

### **Key external working relationships**

You will work closely with the following:

- Senior level contacts at prospective partners

## General information

<b>Location of role</b>	<p>Although the role is based in our Cardiff/ Glasgow/London/Sheffield 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 our offices are:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY</p> <p>or</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB</p> <p>or</p> <p>St James House, Vicar Lane, Sheffield S1 2EX</p> <p>or</p> <p>1st Floor, 14 Cathedral Road, Cardiff CF11 9LJ</p>
<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	Fixed Term Maternity Cover from Feb 2021 for 12 Months
<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.