

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	Philanthropy Manager
Directorate	Fundraising, Communications and Engagement
Team	Philanthropy and Special Events
Job title of reporting manager	Head of Major Gifts
Job title(s) of direct reports	
Document created (Month and Year)	July 2022

Overview of directorate

The Fundraising, Communications and 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. It 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 £42m gross 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 and Communications
- Digital and Strategic Insight
- Press, PR and Celebrity
- Individual Giving and Supporter Operations
- Community and Events
- Corporate Partnerships
- Philanthropy and Special Events

All members of the Directorate work closely with the Research, Support and Influencing 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

The Philanthropy Manager presents a real opportunity for an already successful fundraising specialist with demonstrable experience of raising significant funds from charitable trusts, and high net worth individuals to deliver results in an ambitious new phase for Breast Cancer Now.

A key focus of this role will support the activity of our Major Gifts fundraising programme, identifying opportunities to raise funds from individuals. The role will also build upon the success of the trust and statutory programme managing an established portfolio of trust relationships whilst developing new approaches with emphasis on prospective funders with the capacity to make significant commitments to Breast Cancer Now.

Working closely with the Head of Major Gifts and Head of Trusts and Statutory and key internal stakeholders the role will focus on securing and developing high impact, long term relationships with high net worth individuals and trusts and foundations to deliver the sustainable income needed to deliver our ambitious new strategy to 2025.

Key tasks and duties

- To manage and develop an agreed portfolio of major donors and trusts and foundations.
- To work with the Head of Major Gifts to support identification of new, and building on existing, relationships with individuals with a focus on securing long-term, sustainable income and five figure+ donations.
- To work with the Head of Trusts and Statutory to develop a strategic and structured approach to trust fundraising, with a focus on multiyear funding from national and regional trusts.
- To work with the Prospect Research and Information Manager to support research and identification of new opportunities to secure major gifts from charitable trusts/foundations and high net worth individuals.
- To develop cultivation strategies for prospective charitable trusts and individual supporters to ensure a steady, and growing stream of financial commitment to Breast Cancer Now.

- To build strong relationships across the organisation to develop accurate, inspiring propositions and packages of information about our work, including sourcing information from other teams, writing compelling proposals and working with the Brand, Marketing and Communications team on any design needs for proposals and reports.
- To communicate the charities' work effectively to all prospects including:
 - Preparing bespoke reports and proposals
 - Writing short case-studies and in-depth project descriptions
 - Interpreting and presenting complex financial and scientific data
 - Presenting clearly orally or in writing
 - Confidently engaging in-person with supporters and prospective supporters at cultivation events and meetings where required
- To ensure the best possible stewardship journeys for supporters, maximising opportunities for project visits and for personal involvement.
- To ensure written reports, proposals and gift acknowledgements are compelling, accurate, engaging, follow best practice, and are communicated and stored in adherence with GDPR.
- To support member recruitment to our philanthropic giving club, the Progress Fund, by identifying and cultivating prospects interested in supporting our work with early career researchers.
- To take responsibility for ensuring that all relationships with high-net-worth individuals achieve their maximum potential and that the charity delivers on all its commitments to funders.
- To support the wider team by contributing to annual planning and reporting as well as reporting against agreed income and expenditure budgets.
- To develop effective working relationships with senior management and Trustees to maximise their contribution to the success of the Philanthropy fundraising programme.
- To develop effective relationships with a growing community of external, senior volunteers, using their networks to deepen the prospect pool of those able to support.
- To support the Head of Trusts and Statutory and Head of Major Gifts in monitoring, evaluating and reporting against operational plans and budgets to ensure objectives are achieved or exceeded in all areas.
- To maintain accurate records for all activity including asks, mailings, updates and income for all supporters in portfolio through Unity, our CRM database.
- To ensure all funds received are accurately allocated as unrestricted or restricted to agreed funding propositions.
- To maintain excellent knowledge of grant giving bodies, the charity sector and trends, identifying and capitalising on opportunities for the Charity.
- To be an ambassador at events, supporting the delivery of the charity's vision and ensuring that the charity's profile and reputation are enhanced.
- To work actively with other colleagues and wider organisational goals.

- To champion philanthropic engagement and activity to ensure that organisationally we are maximising opportunities to achieve the greatest return.
- To promote innovation and improvement in all areas.
- To adhere to Breast Cancer Now's Health, Safety and Wellbeing Policy and Procedure.
- To undertake 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:

- Of initiating and building successful relationships with high net worth individuals/trusts and foundations to secure philanthropic support
- Of using a charity CRM system
- Demonstrable experience of managing trusts and/or statutory relationships and stewarding donors
- Demonstrable experience of working across teams and departments internally to create proposals and reports for donors, as well as growing relationships in innovative ways
- Demonstrable experience of meeting personal and team income targets
- Evidence of securing 5 figure gifts from trusts/foundations and high net worth individuals, having made the approach directly

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

- Of working with senior volunteers and Trustees and understanding what motivates them to support an organisation and raise money
- Good understanding of scientific/medical research

Skills and Attributes

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

- Excellent interpersonal, networking and relationship building skills, with the ability to comfortably represent the charity.
- Excellent research skills with the proven ability to research potential donors and identify new opportunities
- Outstanding written communication skills with the ability to write original fundraising proposals and reports to an exceptionally high standard
- Ability to re-prioritise quickly, work under pressure and meet tight deadlines
- Ability to stay calm and work effectively under pressure
- Ability to work well within a team, undertaking administrative tasks as required
- Proven ability to construct single and multi-year budgets for proposals and report on these throughout the year
- Excellent attention to detail
- Motivated with the ability to be flexible and adaptable
- A good team motivator and morale booster
- Energy and willingness to work outside of 'normal' office hours on occasion
- Ambitious for own self and charity

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

- Creative design skills
- Understanding of breast cancer issues and the ability to deal sensitively and empathetically with these issues in practice

Knowledge

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

- Demonstrable expert knowledge of best practice in major donor identification, qualification, cultivation, solicitation and stewardship
- Understanding of current legislation, policies and issues affecting Philanthropy fundraising and the charity sector including GDPR
- Extensive knowledge of the philanthropy marketplace, trends, competitor awareness and potential issues that may arise

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

- A good understanding of the wider fundraising sector

Role Information

Key internal working relationships

You will work closely with the following:

- CEO, Senior Management and Trustees
- Fundraising, Communications and Engagement colleagues
- Research, Support and Influencing colleagues
- Volunteering Hub
- Finance team

Key external working relationships

You will work closely with the following:

- Supporters and networks across the charity sector
- Breast Cancer Now Researchers and Scientists

General information

Location of role	This role is based in our London office. However, in line with our hybrid working practice, full-time staff members may choose to work up to three days per week from home. The other days will be primarily based in 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.