

## 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>	Marketing Manager, Health Information and Services
<b>Directorate</b>	Fundraising, Communications and Engagement
<b>Team</b>	Brand Marketing and Planning
<b>Job title of reporting manager</b>	Head of Brand Marketing and Planning
<b>Job title(s) of direct reports</b>	Senior Officer, Health Information and Services Marketing
<b>Document created (Month and Year)</b>	August 2022

### Overview of directorate

The newly formed 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 Directorate 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 £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 Engagement and Supporter Operations
- Community and Events
- Corporate Partnerships
- Philanthropy and Special Events

All members of the Directorate work closely with the Services, Clinical, Research and 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**

To work closely with the Public Health and Wellbeing, Services and Health Information teams to plan, deliver and manage a programme of marketing campaigns and communications for our health products, patient information and services, growing awareness of Breast Cancer Now amongst key audiences.

To develop the skills and capabilities within the team to ensure that the charity has best in class marketing staff, delivering high quality marketing campaigns.

To collaborate with both in-house and external, creative and media agencies as well as internal stakeholders to deliver marketing campaigns and communications across a range of paid and owned channels.

### **Key tasks and duties**

- **Health marketing** – plan, deliver and manage a programme of marketing campaigns and communications from beginning to end, to grow awareness of our health products, patient information and services amongst key audience and which support and enhance the brand strategy.
- **Health information** - work closely with the Public Health and Wellbeing, Services and Health Information teams to manage and market existing and new health information and services which supports behaviour change and empowers people living with breast cancer and the general public to play a full role in living a healthy lifestyle, managing their own treatment and care and diagnosing breast cancer earlier.
- **Line management** – management and development of the Health Information and Services Marketing team (1x Senior Officer), creating objectives, learning and development plans, performance management and ensuring they remain motivated to achieve their objectives in support of the Brand Marketing and Planning wider plan.
- **Results and budget management** – Ensure programme of activity is delivered within agreed

expenditure levels, track, analyse and report on results and review performance to ensure learnings are used to inform future plans as appropriate. Deliver annual planning, budgeting and regular reforecasting for areas of accountability.

- **Agency management** – management of relationships with external and internal agencies and suppliers, ensuring that services are delivered within budget and on time.
- **Campaign management** - brand marketing campaign management including briefing agencies, sourcing material, agreeing creative concepts, copy development, managing the approvals process, proofing, reporting on results and managing costs.
- **Marketing planning** - work with the Head to deliver the organisation's marketing plan, working with audience and product leads, to ensure marketing investment is maximised. Be an integral part of the planning process and development and delivery of the wider brand strategy and individual activities, including analysis and recommendations for future campaigns.
- **Market segmentation** - work with the Head to develop and embed our audience segmentation which provides relevant customer insight to understand the needs, motivations and behaviours of our audiences to ensure the charity delivers relevant, engaging and impactful marketing communications.
- Participate in and support the Brand Marketing and Planning wider plan and strategy through team meetings and project work.
- 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:

- Substantial experience in health marketing, across a range of channels for example, TV, Radio, Digital, Print and OOH
- Substantial experience in developing innovative ways of communicating complex health information into language suitable for a lay audience, both written and verbal
- Experience of monitoring and setting budgets
- Proven track record of delivering and evaluating results
- Project management to deliver multi-channel campaigns
- Line management, including staff development, coaching and performance management
- Managing and working beside third party stakeholders including creative and media agencies to support the creation and delivery of campaigns
- Working at pace as part of a creative, solutions-focused team, taking a positive approach to new challenges and making the most of in-house talent and resource

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

- Health and science issues relating to breast cancer
- Patient involvement in campaign planning

### **Skills and Attributes**

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

- Strong marketing skills, including digital marketing
- Excellent project management skills
- Excellent communication skills, with the ability to write efficiently for both internal and external audiences as well as building effective relationships at all levels
- Excellent interpersonal skills, particularly listening skills, tact, diplomacy and assertiveness
- Ability to organise, prioritise and deliver a demanding workload
- A flexible approach and the ability to work effectively with stakeholders at all levels and across departments
- An enthusiastic approach with a high degree of initiative and motivation, and, with the ability to problem solve, share new ideas and seek challenges with the in-house talent and resources available
- A high level of drive and ambition, both personally and for the organisation
- Be actively engaged in the marketplace and aware of developments in the sector
- Competent with office software packages, including PowerPoint, Excel, Word

### **Knowledge**

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

- Health marketing and experience in delivering campaigns to support behaviour change
- Understanding of marketing planning and its role in increasing brand awareness to deliver key performance indicators
- A full range of media channels: ATL, digital, social, direct, partnerships
- Developing audience segments and developing audience led marketing and messaging frameworks
- Market research methodologies
- How to build effective working relationships at all levels and across departments
- How to deal effectively with giving and receiving constructive feedback
- How to deal effectively with working to tight deadlines and under pressure
- How to encourage and act upon feedback, and use insight to make improvements

## Role Information

### **Key internal working relationships**

You will work closely with the following:

- Brand, Marketing and Communications team
- Digital team
- Press, PR and Celebrity team
- Public Health and Wellbeing team
- Services team
- Health Information team
- Clinical team
- Wider organisation

### **Key external working relationships**

You will work closely with the following:

- Agencies, freelancers and consultants
- Supporters, patients and campaigners

## General information

<b>Location of role</b>	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
<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.

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