

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	Senior Database Officer, Selections
Directorate	Fundraising, Communications and Engagement
Team	Data
Job title of reporting manager	Data Selections Manager
Job title(s) of direct reports	None
Document created (Month and Year)	September 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

This role is pivotal in the provision of a high-quality service to internal stakeholders both in fundraising as well as other teams across the charity by delivering data selections and supporter journeys. The role is essential to the efficient delivery of marketing and stewardship selections for the organisation.

Key tasks and duties

- To deliver accurate and complete Selections in accordance with agreed deadlines using Apteco FastStats.
- To work collaboratively with colleagues in the Selections team to ensure the day-to-day workload is met.
- To maintain high standards ensuring key processes are followed including, but not limited to, methodical spot checking of data and peer reviewing selections from the team.
- To engage in pre-selection meetings with stakeholders following data requests to the ServiceDesk.
- To carry out peer to peer, regular and methodical spot checking, and peer reviews.
- In liaison with the Data Selections Manager, construct and improve data selections process and procedures supported by maintaining data selections documentation.
- To build relationships within both the Data team and with stakeholders across the wider departments.
- To highlight to the Data Selections Manager and assist with potential structural changes to the database architecture with the Central database team that will facilitate or improve the selections process.
- To ensure that all Selections are GDPR compliant. This will include strong communication with Compliance to ensure selections are in line with organisational policies.

- Wherever required, liaise with external agencies to provide a high-quality service to internal and external clients.
- To proactively seek to improve and streamline processes and procedures.
- 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 working with fundraising databases, preferably the Raiser's Edge or Blackbaud Enterprise
- Of using FastStats (or equivalent software) to deliver complex, multi-segment data selections
- In proactively working in a selections team in the delivery of a marketing data selections programme
- An experienced user of Excel knowledge including formulas and data manipulation

Skills and Attributes

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

- Excellent written and verbal communication skills, in particular the ability to communicate complex technical concepts to non-technical colleagues
- Ability to manage internal and external relationships and work collaboratively to deliver agreed outcomes
- Ability to be a team player and work well within a larger team with varying projects
- Highly accurate data with meticulous attention to detail
- An analytical, enquiring mind with the ability to problem-solve

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

- Ability to prioritise and manage conflicting work pipelines and balance deadlines under pressure
- Ability to provide recommendations on improvements to selections processes
- Ability to show tact and discretion when dealing with sensitive and confidential information
- Enthusiastic, proactive, and creative

Knowledge

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

- Understanding of General Data Protection Regulations (GDPR)

Role Information

Key internal working relationships

You will work closely with the following:

- The wider database team
- Supporter Care
- Fundraising Teams (e.g. IG, Mass Participation, Community and Events, etc)
- Wider organisation teams (e.g. Services, Finance)
- IT team

Key external working relationships

You will work closely with the following:

- Blackbaud
- Qbase
- Fulfilment Houses and Telemarketing Agencies

General information

Role location and our hybrid working practice	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
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.

