

Job description

Our charity

We're Breast Cancer Now, the research and support charity. We're the place to turn to for anything and everything to do with breast cancer. However you're experiencing breast cancer, we're here.

The brightest minds in breast cancer research are here. Making life-saving research happen in labs across the UK and Ireland.

Support services, trustworthy breast cancer information and specialist nurses are here. Ready to support you, whenever you need it.

Dedicated campaigners are here. Fighting for the best possible treatment, services and care, for anyone affected by breast cancer.

Why? Because we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well. But to create that future, we need to act now.

Job title	Digital fundraising officer
Directorate	Fundraising, communications and engagement
Team	Digital
Job title of reporting manager	Senior digital community manager
Job title(s) of direct reports	None
Document created (month and year)	July 2023

Overview of directorate

The fundraising, communications and engagement directorate at Breast Cancer Now has overall responsibility for communicating, engaging, and fundraising to our key audiences across a range of channels.

We lead on communicating about our charity, its work and impact, to all audiences – from people living with or beyond breast cancer and their loved ones, to supporters, corporate partners and policy makers. We create and deliver high-quality, engaging information and communications about breast cancer and ways to engage with Breast Cancer Now.

In our team, we leverage the strength of our bold brand, reputation and cause to create compelling ways for people to support Breast Cancer Now's work. We're led by the voices of people affected

by breast cancer, and we champion their views and needs across a range of communications and platforms.

We also work collaboratively with the public, patients, supporters, partners and healthcare professionals to develop communications, information and fundraising that builds awareness, trust, loyalty, passion, affinity, and influence.

We're responsible for delivering £12.7 million net income through our fundraising. All so that we can keep being here for anyone affected by breast cancer, with support for today and hope for the future.

Our directorate is responsible for:

- Brand, marketing and communications
- Digital
- Supporter experience
- Press, PR and celebrity
- Individual engagement and supporter operations
- Community and events
- Corporate partnerships
- Philanthropy and special events

We all work closely with teams in the corporate services directorate, and the research, support and influencing directorate.

Job purpose

To lead on ensuring the charity delivers the best online fundraising experience for supporters, with a particular focus on our growing Facebook and Instagram Fundraisers.

As a charity that raises millions of pounds per year for our services and research, the role of digital fundraising is becoming increasingly important in the way we engage our different audiences. In October 2017, we launched on Meta's suite of tools for non-profits, and since then the charity has raised more than £10m on the platform with tens of thousands of supporters raising money for us.

To be primarily responsible for thanking these supporters, working closely with our Database Team on processing the data and allocating income, as well as implementing and tracking the performance of a range of pilot programmes to test engagement with fundraisers and donors on Facebook.

To engage directly with people through Facebook fundraiser pages in line with testing strategies. You will also support the Digital team and wider colleagues with other digital fundraising opportunities across other platforms (JustGiving etc.)

Key tasks and duties

- To lead on thanking, coding, and processing fundraisers created through Facebook Fundraising, including unsolicited birthday pages, virtual challenge activity and other campaigns.
- To implement strategies for testing engagement with fundraisers and donors on Facebook through comments, reactions, etc.
- To work with third parties, particularly fundraiser thanking platforms such as GivePanel, to deliver thanking and ensure all supporters receive a positive experience of fundraising for the

charity. Becoming the day-to-day contact with the third parties for any performance queries, updates, issues or opportunities.

- To coordinate engagement with fundraisers and donors on other online fundraising platforms as required.
- To calculate and deliver weekly fundraising totals and performance as part of our growing virtual challenge events portfolio.
- To train other teams and individuals on the use of platforms such as GivePanel.
- To develop methods to accurately track engagement and record results across all online fundraising platforms.
- To assist the senior digital community manager and virtual challenge events team in understanding results and improving testing strategies based on performance and observations.
- To proactively scope and lead on strategic opportunities to use the Facebook Fundraising platform throughout the year, outside of challenge events, to drive additional charitable income off the back of awareness days, campaigns, and topical moments.
- To support the digital community team with general social media content creation, moderation and cover on social channels and the forum as required.
- To act as social media lead on a number of projects, as well as to lead on corporate partnership activity, working with respective internal and external stakeholders.
- To keep abreast of digital trends and be proactive in looking for relevant opportunities and driving forward digital fundraising through social media. Sharing these updates and best practices internally to develop colleagues' understanding of how the use of digital fundraising tools can be maximised.
- To exercise sound judgement and escalate issues where appropriate, in line with our crisis communications approach.
- To be an effective member of the team, presenting a positive impression of the team and the service.
- To work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.
- To attend internal and external meetings, and training as required.
- To operate within the organisational equal opportunities policy framework and implement the policy within this area of work.
- To adhere to Breast Cancer Now's health, safety and wellbeing policy and procedure and all other HR-related policies and procedures.
- 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's **essential** for you to have the following qualifications and experience:

	Method of assessment	
	Shortlist	Interview
Experience of monitoring, collating and reporting of quantitative and qualitative data to provide insight	X	X
Understanding and use of the Facebook fundraising tools	X	X
Track record of achieving and exceeding agreed targets	X	X
Experiencing using a tool such as GivePanel	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience of implementing a Facebook marketing strategy for an established brand, preferably in the charity sector	X	X
Experience of using social media to demonstrably increase levels of user engagement	X	X
Experience of engaging sensitively with people affected by breast cancer or other long term health issue	X	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Ability to show tact and discretion when dealing with sensitive and confidential information	X	
Highly organised, with an ability to multitask and manage a busy workload	X	X
Adept with Excel or other data manipulation software	X	
A passion for Breast Cancer Now's vision and mission	X	X
A team player who is collaborative	X	X
A commitment to and understanding of issues relating to equality of opportunity and the ability to implement change in this area	X	X
A willingness and ability to work variable hours, with occasional weekend and evening work and to travel within the UK		X

Role information

Key internal working relationships

You'll work closely with the following:

- Fundraising teams, to further understanding of Facebook's fundraising tools

Key external working relationships

You'll work closely with the following:

- External agencies

General information

Role location and our hybrid working model	<p>This role can be based in either our Cardiff, Glasgow, London or Sheffield office. However, our hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in either:</p> <p>1st Floor, 14 Cathedral Road, Cardiff CF11 9LJ (open Monday, Tuesday and Wednesday)</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB (open Wednesday and Thursday)</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday, Tuesday, Wednesday and Thursday)</p>
Induction	<p>It's important you have a positive induction experience and therefore, you'll be asked to consider coming into the office more frequently during your initial period of employment. This will enable you to get to know your manager and team colleagues quicker. This also allows you induction process to be meaningful and comprehensive, allowing for support to be provided more readily. Thereafter you will be able to follow the hybrid working model as described above.</p>
Hours of work	35 per week, Monday to Friday
Contract type	Fixed term until November 2024

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 they're no alternatives.
Conflict of interests	You'll be obliged to devote your full attention and ability to your paid duties. You shouldn't 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 shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.

How to apply - guidance

We hope you choose to apply for this role. In support of your application, you'll be asked to submit your **anonymised** CV which means removing all sensitive personal information such as and for example, your name, address, gender, religion and sexual orientation. You're also asked to provide a supporting statement. When doing so please ensure you refer to the essential criteria on the person specification and clearly provide as much information as possible with examples to demonstrate how and where you meet the criteria.