

**BREAST
CANCER
NOW**

The research &
support charity

RECRUITMENT PACK

Associate director, digital

Welcome from the director of fundraising, communications and engagement

Thank you for your interest in the role of associate director, digital. I'm delighted you're thinking about applying.

This opportunity comes at a really exciting time for Breast Cancer Now. We're on a mission to Turn the Tide on breast cancer, and we know that digital innovation and integration will play a key role in helping to achieve this.

We've built solid foundations over recent years, delivering impactful and sector leading work through our social media channels, digital marketing campaigns, and through the first phase of our new website. But we're ambitious to do more. We're now looking to the next phase in our digital transformation, to digital

innovation and further integration across our digital and data ecosystems. To make sure that we're here for everyone who needs us.

You'd be joining us at a time when we're ambitious for growth and we're aligned on what we need to achieve for people affected by breast cancer. We're investing in many areas to support this ambition, from fundraising, to brand awareness, to impact led initiatives.

You'd be a key member of our hugely supportive fundraising, communications, and engagement team. As part of our wider Organisational Management Team, you'd provide support and collaboration in your role. Within this team, you'd also play a key role in how

we shape and develop as an organisation, improving the lives of people affected by breast cancer.

If you'd like to hear more, do read on, and please get in touch with any questions you might have to help you get to know more about the role, team and about Breast Cancer Now.

Thank you for your interest, I hope you choose to apply.

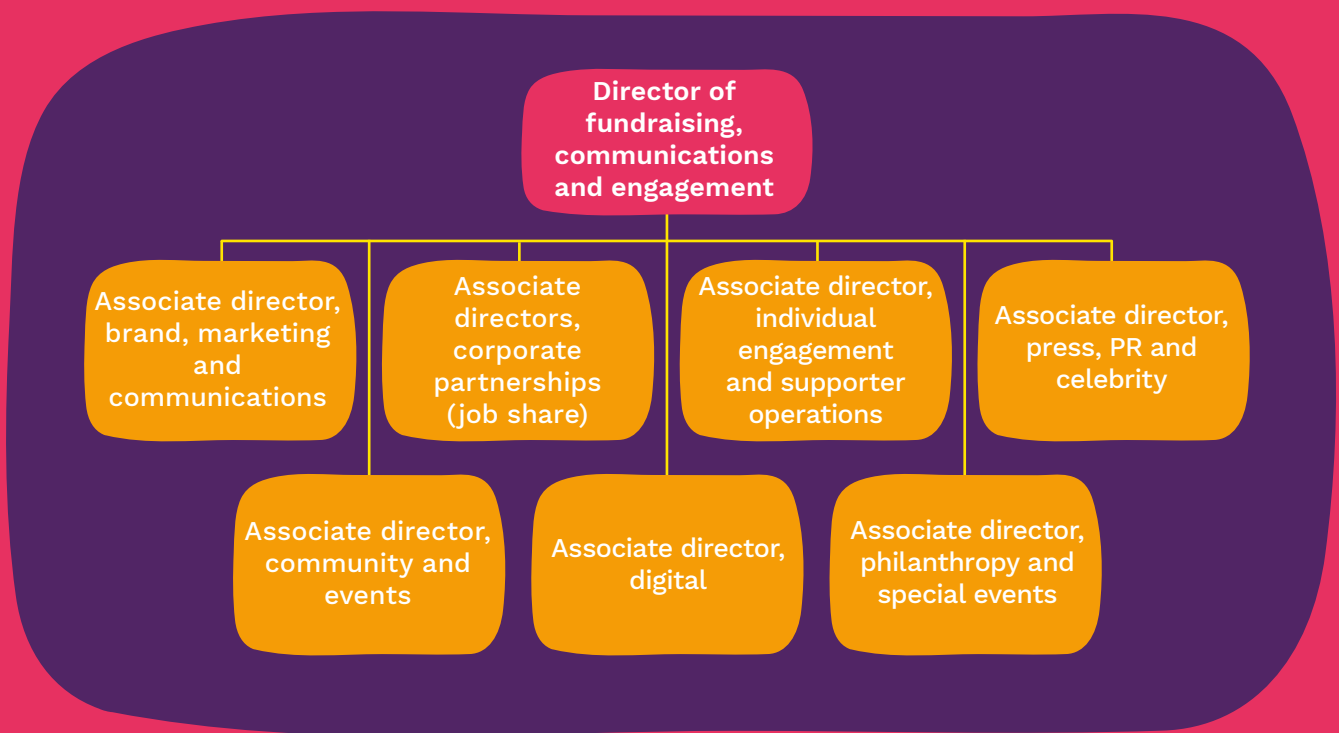


Rachael Franklin
**Director of fundraising,
communications and engagement**

Key internal working relationships – organisational management team (OMT & SLT)



Key internal working relationships – fundraising, communications leadership team (FCLT)



Key external relationships

- Our agency partners in digital transformation and social media strategy.
- Our delivery partners, Meta, and email marketing delivery partners.
- In partnership with our brand marketing agency to amplify our brand ambitions through all digital channels.
- In partnership with fundraising agencies, marketing agencies and media buying agencies to align and amplify our digital marketing.
- External networks, groups and contacts.

Job purpose

- To lead both the strategic direction and operational delivery of Breast Cancer Now's digital function, in line with our strategic objective, now and looking to the future. A key purpose of this leadership role is to champion how using digital tools and channels effectively and innovatively can support delivering on our goals, ambitions and plans to be here for everyone affected by breast cancer. From how we deliver information, provide support for healthcare professionals, and deliver services that improve the lives of people affected by breast cancer, to amplifying awareness of Breast Cancer Now and growing our income.
- This role will be key in shaping our digital innovation and further integration across our digital and data ecosystems, areas we want to explore further, to unlock our potential to improve user experience and engagement.
- The digital function includes digital engagement (paid digital marketing, mass email communications, social media management, moderation and content production, and digital community management); digital product (website and app product management; content management and production); and digital transformation (building on the foundations of the digital transformation project). Each of these areas play a key role in helping Breast Cancer Now grow its reach, support and impact with and for all those affected by breast cancer in the UK.
- The purpose of this role is to ensure each of these areas work effectively to deliver across all digital platforms, products, campaigns, and communities, and to focus on how they work together to amplify, identify, and seize the opportunities there are in digital for us as Breast Cancer Now.



Key tasks and duties

Digital strategy and delivery

Working with the director of fundraising, communications and engagement, senior leadership team (SLT) and associate director, transformation, insight, impact and strategy to engage, lead, and develop the charity's digital strategies to put digital at the heart of our overall strategy, vision, and mission. In particular, own and deliver against the charity's ongoing digital transformation journey and integrate social media and wider digital marketing strategies into this.

Operationalise organisational plans

Through working with colleagues from across the charity and the digital team, plan and prioritise operational plans which align with the digital strategy and ambition to deliver impact and income. This is through a combination of work delivered internally and through working collaboratively with external agencies.

Build, motivate, lead and develop a high performing team

Through bringing the team together and working holistically to see the role they each play in delivering our strategy and plans. Ensure the team is supported to learn and grow their technical knowledge and experience, project and people management skills and broader leadership qualities and skills.

Digital culture

Champion and support the exploration and development of a culture of digital expertise, insight, learning and innovation throughout the charity which puts digital at its heart, evolving how we operate to seize opportunities for greater impact, income and engagement. Play a leadership role as a member of the charity, communicating clearly with non-technical colleagues and trustees, to grow understanding, ambition and support for digital work.

Digital content

Work closely with the fundraising, communications, leadership team (FCLT) and organisational management team (OMT) colleagues and the wider digital team, to ensure digital content and marketing strategies for the charity (SEO, paid, email, social) to build our brand, and to ensure messages, news and content reach key audiences and maximise engagement and affinity.

Digital engagement

Lead the strategic direction of social media channels, communities and forums, products and assets that connect our communities to share experiences, create a 1 voice for all those affected and broker knowledge, empowerment and innovation. Lead the team to provide digital expertise and support to other teams in the

formation, development and execution of specific campaigns and products.

Digital fundraising

Working with FCLT, lead the exploration, development and delivery of an innovative digital giving and partnerships strategy, that grows engagement, income and support for our work.

Digital product

Lead and champion the development of digital functionality, products and assets, user testing and adapting new technologies that innovate all our work, create efficiencies and enhance user reach and experience, all driven by the need to support people affected by breast cancer.

Insight and evaluation

Lead and champion the development of a comprehensive, responsive and robust digital analytics programme that measures key digital performance indicators and user insights. Collaborate and align with our newly formed transformation, insight, impact and strategy team to develop and action strategic insight. Build influential relationships and ways of working which increase curiosity and understanding of digital performance and opportunities, to empower others to learn and innovate.

Security and compliance

Ensure functionality, giving platforms, content and hosting arrangements are secure, technically robust and GDPR compliant to protect of the charity's assets and liabilities including, data, systems, finances and operating processes.

Organisational direction and leadership

As part of OMT and FCLT, work together to build and nurture a positive, inclusive and integrated culture at Breast Cancer Now.

External digital engagement

Champion Breast Cancer Now as being at the forefront of supporting and delivering digital development and innovation in the sector and beyond, through collaborating, sharing, learning and communicating externally to help Breast Cancer Now and others learn and develop.

General

- External representation: being an influential ambassador of the charity.
- Ensure compliance within the organisation of all statutory responsibilities such as risk, compliance and GDPR. Adhere to Breast Cancer Now's health, safety and wellbeing policy and all other HR-related policies and procedures.
- Any duties within the scope and remit of the role and as agreed with your manager.

Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
Significant experience of effectively leading, delivering and project managing a digital change programmes or projects for a medium-large charitable organisation	X	X
Significant experience of leading and delivering digital innovation , including human centred design principles	X	X
Significant experience of planning and delivering integrated digital marketing and communications strategies and plans (to agreed audiences, budget and targets)	X	X
Significant experience of building strong, cross organisational senior relationships to drive progress, maximise opportunity and impact and mitigate risk		X
Experience of leadership, development and ongoing engagement of a high performing, agile digital team and function	X	X
Experience and expertise in strong and clear communications to engage a range of technical and non-technical colleagues to both inspire and engage them, and effectively deliver		X
Demonstrable experience of setting, delivering, and reporting against strategic and operational digital business plans and multi-year budget		X
Demonstrable experience of agile methodologies	X	
Demonstrable track record in planning, delivering, Tracking and analysing campaigns aimed at increasing engagement, income and impact	X	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Ability to think holistically across the digital ecosystem and the roles, needs and challenges different channels play		X
Ability to take strategic and operational plans and see the opportunities for digital in delivering and enhancing them	X	X
Ability to put the breast cancer community, supporters and stakeholders at the heart of how we develop and deliver across digital	X	X
Ability to inspire and communicate with non-technical colleagues and stakeholders		X
Ability to recognise goals of others and negotiate mutually agreed solutions and KPIs		X
An interest and curiosity in the external environment and how our digital products and approach responds and builds on this		X

Knowledge

It's **essential** for you to have the following level of knowledge

	Method of assessment	
	Shortlist	Interview
Demonstrate specialist knowledge of Content Management Systems, CRM systems, analytics programmes and tools	X	

CONDITIONS OF EMPLOYMENT

Salary

£73,000 to £77,000

Location of role

This role is based in our London office. However, our hybrid model allows you to work up to 3 days per week at home. The other days will be primarily based in Ibex House, 42–47 Minories, London EC3N 1DY (open Monday to Thursday).

Hours of work

35 per week, Monday to Friday.

Contract type

Permanent, subject to the successful completion of a six-month probationary period.

Travel

The post holder must be prepared to travel throughout the UK and to occasionally work varying hours if needed.

Conflicts of interest

You'll 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.

Pre-employment checks

Medical clearance

2 satisfactory references

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.

Our commitment to you

Taking time out of work

Annual leave

25 days paid leave per year, increasing annually by 1 day to a maximum of 30 days. The opportunity to purchase up to 2 weeks' annual leave per year as well as selling incremental leave as appropriate.

Dependant's leave

Up to 5 days' paid leave per rolling year.

Compassionate leave

Up to 5 days' paid leave per rolling year.

Sabbatical leave

Up to 6 months' unpaid leave upon completion of 5 years' service.

Christmas and new year closure

All our offices close at 12.30pm on Christmas Eve and re-open in the new year.

Family friendly

Our family friendly offer is above the statutory requirements and is to support you should you consider starting or extending your family whilst working with us.

Maternity leave and pay

20 weeks' full pay after 6 months' continuous service.

Adoption leave and pay

20 weeks' full pay after 6 months' continuous service.

Paternity leave and pay

3 weeks' full pay after 6 months' continuous service.

Shared parental leave and pay

Can be taken in line with our maternity pay and continuous service criteria.

Your health and wellbeing

Occupational sick pay

2 weeks' full sick pay in your first 6 months and 6 months' full sick pay after 6 months' employment and once confirmed in post.

Group income protection

Should your sick pay stop, our income protection scheme provides 75% of your basic salary for a maximum of 2 years.

Health cash plan

To assist you with health costs including optical, dental, physiotherapy and chiropody treatments.

Employee assistance programme

Free 24-hour lifestyle, wellbeing and telephone support, including up to 6 counselling sessions.

Health, wellbeing and lifestyle

We support health, wellbeing and life-style programmes.

Season ticket and bicycle loan scheme

We offer financial assistance with season tickets and the purchase of a bicycle.

Pension and life assurance

Pension

Automatic enrolment into our Group Pension Plan after completing 2 full months employment. Contributions as follows:

Employee

3%
4%
5%
6%

Breast Cancer Now

5%
6%
7%
8%

Life assurance and death in service

4 times annual salary.

Working in and near Ibex House

Breast Cancer Now's London office is in Ibex House, which is on the Minories near Tower Hill. The office environment is vibrant and fresh and is designed to offer an enjoyable place to work with complimentary tea, coffee and milk refreshments in 2 well-equipped kitchens. There's also a shower room and a prayer and medical room.



You can lock your bicycle up securely outside the building using the racks on Haydon and Portsoken Street.



- Tower Gateway DLR
3-minute walk
- Tower Hill tube (District and Circle)
2-minute walk
- Aldgate tube (Metropolitan and Circle)
3-minute walk
- Aldgate East tube (District and H'smith and City)
5-minute walk

AS RECOMMENDED BY COLLEAGUES



Popular places to visit:

St Katharine Docks

Portsoken Street
Garden

Tower Hill Garden and
Memorial

The Garden at 120
Fenchurch Street



Popular places for lunch:

Co-op On the Go
Pret

Sainsbury's
Starbucks

Tesco Express

Your application

We hope you choose to apply for this role. To apply and be considered, please sign in to our online application system.

APPLY NOW

You'll be required to:

- Submit your anonymised CV and a supporting statement. When applying 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.
- Provide the names of 2 referees, of which 1 referee should have known you for at least 3 years. The referees will only be contacted once a provisional offer of employment is accepted by you. Contact will not be made without your prior knowledge or consent.

If you've any questions about the application process, please email Graham Vigor, associate director, people and organisational development graham.vigor@breastcancernow.org

If you've any questions about the role and whether this is the right move for you, please contact Rachael Franklin, director of fundraising, communications and engagement Rachael.franklin@breastcancernow.org

Closing date

The closing date is 9am on Monday 16 October 2023.

Interview and selection process

First interviews will be held on Teams on either Friday 20 October 2023 or the morning of Wednesday 25 October 2023.

Second interviews will be held in person on Tuesday 31 October 2023 in Ibex House, London.

Equity, diversity and inclusion

Breast Cancer Now is committed to equity and diversity and is an inclusive charity. Candidates who require any support in making their application should please advise us and we'll look to reasonably adjust the process accordingly.

**THANK YOU
FOR YOUR
INTEREST**