

## 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.

<b>Job title</b>	Direct marketing executive, direct debits and cash
<b>Directorate</b>	Fundraising, communications and engagement
<b>Team</b>	Individual giving
<b>Job title of reporting manager</b>	Senior manager, direct debits and cash
<b>Job title(s) of direct reports</b>	N/A
<b>Document created (month and year)</b>	October 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 support the team to manage a program of direct marketing fundraising campaigns in order to increase unrestricted net voluntary income - developing and retaining regular giving and individual cash donors and developing engagement activities to build income over time.
- To be responsible for delivering agreed activity through a range of communication channels such as face-to-face, direct mail, digital, telemarketing, email and any other relevant channels

### **Key tasks and duties**

#### **Campaign management**

- To support the direct marketing officer and the senior direct marketing officer in the direct debits and cash team, to manage ongoing relationships with face-to-face agency partners, delivering regular giving recruitment through the channel, in line with budget KPIs.
- To plan, deliver and manage email cash campaigns to raise cash income and build relationships with supporters through digital channels, to schedule and budget.
- To manage a range of telemarketing campaigns – reactivation, cross sell, upgrade – responsibilities will include briefing and managing agencies, sourcing script material and managing sign-off process, managing data selections, campaign set up, monitoring results and campaign analysis.
- To be accountable for operating against agreed schedules and processes, liaising with internal and external customers and suppliers as agreed. Ensure suppliers are briefed and identify and monitor the support required throughout the campaign period.
- To manage supporter journeys for new direct debit donors – mailings and email. Will include updating content, managing data selections, printing stock, liaising with fulfilment house.

### Results and budget management

- To work with other executives within individual giving to collate and produce departmental weekly results.
- To take accountability for ensuring that assigned direct marketing campaigns are managed against agreed expenditure levels.
- To report on results of cash email campaigns, including segment analysis and recommendations for future campaigns.
- To report on results of telemarketing campaigns, including segment analysis and recommendations for future campaigns.

### Agency management:

- To support the direct marketing officer and the senior direct marketing officer in the direct debits and cash team, in managing day-to-day relationships with face-to-face agency partners, ensuring that they deliver the best possible service, meeting campaign KPIs.
- To brief and manage internal and external suppliers, acting as point of contact for day to day queries and results management.
- To conduct charity training for face-to-face fundraisers.
- To demonstrate best practice in working with key internal and external suppliers to ensure maximum efficiency and campaign effectiveness.

### Team administration

- To support the team with raising POs and processing invoices through the Breast Cancer Now finance system.
- To work with other executives within individual giving to manage the face-to-face site list process, includes monitoring site bookings and identifying any site clashes.

### Communication

- To use key messages, stories and examples that inspire and explain our work to a public audience in order that they actively respond to the marketing.

### Legal/risk

- To develop and maintain accurate, up-to-date and organised records for all supporters and prospects using fundraising databases. Ensure all supporter information is managed and stored in line with data protection regulations and compliance team guidelines.
- To represent the charity within relevant consortia and compliance bodies such as The Fundraising Regulator.

### General responsibilities

- To participate in and support individual giving wider plan and strategy through team meetings and project work.

- To build and retain a network of contacts across the charitable and commercial sector to keep abreast of developments and adopt new practices, that may impact on or serve as an opportunity for the charity.
- To represent the charity at events and enhance our profile and reputation with willingness to work some anti-social hours.
- 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
<ul style="list-style-type: none"> <li>In using windows-based software packages including word processing, spreadsheets, electronic mail and the internet to deliver tasks and projects</li> </ul>	x	x

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

	Method of assessment	
	Shortlist	Interview
<ul style="list-style-type: none"> <li>Of working in a marketing or fundraising environment</li> <li>Of working on marketing or fundraising campaigns, can be from across a range of channels such as direct mail, email, digital and telemarketing</li> <li>Of working with external suppliers to deliver campaigns/projects</li> <li>Of managing a varied workload and meeting agreed deadlines</li> <li>Of working to budgets and KPIs</li> <li>Of reporting and analysing results of campaigns</li> </ul>		x x  x  x  x x

### Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
<ul style="list-style-type: none"> <li>Highly numerate, excellent IT skills including Excel</li> <li>Excellent written, spoken and negotiation skills</li> <li>Ability to effectively build working relationships with external agencies and suppliers</li> <li>Take a flexible approach to managing a wide and varied workload, prioritising accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines</li> <li>Highly organised, strong attention to detail</li> </ul>		x x x  x  x

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

	Method of assessment	
	Shortlist	Interview
<ul style="list-style-type: none"><li>• Be able to deliver engaging presentation to a variety of audiences (internal and external)</li><li>• Be actively engaged in the marketplace and aware of developments in the sector.</li></ul>	X	X  X

## Knowledge

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

	Method of assessment	
	Shortlist	Interview
<ul style="list-style-type: none"><li>• An understanding of direct marketing</li><li>• An understanding of fundraising within the Charity sector</li><li>• Working knowledge of relationship management databases and reporting tools</li></ul>		X X X

## Role information

### Key internal working relationships

You'll work closely with the following:

- Senior direct marketing manager, direct debits and cash
- Head of individual giving
- Wider direct debits and cash team
- Supporter operations teams – data and insight, supporter care and compliance
- Communication and engagement team
- Wider organisation

### Key external working relationships

You'll work closely with the following:

- Agencies and suppliers
- A broad range of supporters, including women with breast cancer and their families who are actively engaged in our promotional activity for fundraising
- Fundraising networks and wider charity networks

## General information

<b>Role location and our hybrid working model</b>	This role is based in our London 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 Ibex House, 42-47 Minories, London EC3N 1DY
<b>Induction</b>	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 your 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.
<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'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.
<b>Conflict of interests</b>	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



## 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'll also be 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.