

## 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>	Community fundraiser - London, South and Wales
<b>Directorate</b>	Fundraising, communication & engagement
<b>Team</b>	Community fundraising
<b>Job title of reporting manager</b>	Community fundraising manager - London, south and Wales
<b>Job title(s) of direct reports</b>	Community fundraising executive - London, south and Wales
<b>Document created (month and year)</b>	January 2024

### Directorate overview - fundraising, communications, and engagement

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 and 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

## **Job purpose**

The community fundraising team is responsible for building exceptional relationships through attracting, engaging and retaining a range of community audiences including individuals, groups, clubs & societies, and local businesses, to drive income. Community fundraising has recently been unified into a single team that is now responsible for the full supporter journey, from mass market 'DIY fundraising' to high value relationships with an overall income target of £3.3m. Specifically, the role of the community fundraiser is:

- To develop relationships and provide brilliant relationship management and personal stewardship to mid and high value supporters, both one off and retained, to meet or exceed income targets.
- To proactively grow the number of long-term supporters and increase the pipeline for high value fundraising.
- To play an active role in the day-to-day delivery of the community fundraising programme, helping to achieve strategic objectives.

This is one of four community fundraising roles, who are responsible for specific regions (Scotland, North & Midlands, and London, South and Wales). The post holder will also work closely with other teams within community, such as the operations team and local business relationship management.

## **Key tasks and duties**

### **Relationship management & development**

- To manage and develop rich relationships with a portfolio of mid and high value supporters to maintain and grow income.
- To relationship manage new mid and high value supporters, helping them to maximise their fundraising and creating new long-term relationships to grow the size of your portfolio.
- To develop and deliver bespoke and tailored stewardship plans for existing and new supporters, to ensure they have a wonderful experience and to increase their engagement and lifetime value.
- Work with the community fundraising executives to make sure that all opportunities to increase engagement, income and the retention of our supporters are maximised.
- To develop and deliver effective and engaging cross-channel supporter journeys, developing resources, content and materials as required, to engage a range of community

audiences.

- To be an ambassador at supporter events across your regions. This will include speaking about Breast Cancer Now to raise the charity's profile and enhance its' reputation.

### **Strategy delivery**

- With the support of your manager, project manage key activity. This may include marketing, reward and recognition events, audience engagement and supporter journey initiatives.
- To proactively identify fundraising opportunities in your local area, which support the broader strategy, turning ideas into action through ownership and great project delivery.
- To provide regular updates and reports on your portfolio of supporters and programme performance, reporting on income versus target and your pipeline of activity.
- To collaborate with the wider community & events team, to support broader objectives and income generation opportunities.
- To horizon scan, attend relevant events and maintain relationships across the charity sector to ensure the community programme is sector leading and responsive to emerging trends.

### **Managing the day to day**

- Support the executives on the day-to-day response handling of supporters so an exemplary level of supporter care is provided. This will include making sure that enquiries are triaged and responded to by the relevant team member effectively, and service level agreements are met.
- Alongside the other community fundraisers, ensure that day to day processes are effective and well documented. And actively work to improve and optimise these processes, with support from other teams such as the data team.
- To ensure that work is fairly distributed across team members, and that everyone is working together to prioritise the needs of supporters and share workload.

### **Team leadership**

- To maintain a positive, inspiring, tenacious, and respectful culture in the team.
- To provide brilliant leadership to your line reports, ensuring they feel supported and able to develop in their roles. This will include providing guidance and feedback regularly, undertaking annual performance review and investing in their personal development.
- To empower the community fundraising executives and help them excel in handling complex enquiries from supporters or organisations who wish to support us, acting as a point of escalation when necessary.

### **Budgeting & finance**

- To support the manager and senior manager in the development of annual budgets, plans, reforecasts and KPIs by providing ideas and insight on the performance of your area.
- To manage income and expenditure for budgets under your care.
- To provide regular updates and reports on income performance for your area, including performance against KPIs, actions taken to improve results and your pipeline of activity.

## **Cross team working**

- To support the work of others in the community team. This will include working closely with community fundraising operations, in memory, local business and the fundraising products teams.
- To build relationships with other teams and especially with peers, so that the work of the community fundraising team is understood and actively supported.
- To constructively work with others, to support wider organisational goals.

## **Other**

- To be an ambassador at events, ensuring that the charity's profile and reputation are enhanced.
- A willingness and ability to travel across the UK, and occasionally overseas, and work outside of usual hours.
- To adhere to all Breast Cancer Now policies and ensure all fundraising activity is carried out in adherence to charity law and regulation.
- 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
Demonstrable fundraising and/commercial experience. This could be gained within the sector, a community fundraising role or perhaps corporate or events fundraising.	<b>x</b>	<b>x</b>
Demonstrable experience working successfully with mid or high value and complex supporters.		<b>x</b>
Demonstrable experience of securing new fundraising opportunities and delivering growth.	<b>x</b>	<b>x</b>
Demonstrable experience of leading meetings with a variety of supporters, to successfully engage and build relationships with them.		<b>x</b>
Demonstrable experience achieving income targets and other KPIs.	<b>x</b>	<b>x</b>

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

	Method of assessment	
	Shortlist	Interview
Line management experience.		<b>x</b>
Experience working as part of a team with some remote working.		<b>x</b>
Experience using relationship management databases.		<b>x</b>
Experience of working in a busy, supporter or customer facing environment.	<b>x</b>	<b>x</b>

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent relationship building skills, with the ability to adapt your style to effectively engage a wide range of audiences.	<b>x</b>	<b>x</b>
A confident communicator, with great verbal skills and the ability to build strong relationships over the phone and face to face.		<b>x</b>
Excellent written skills, with the ability to write persuasive letters, emails and presentations and tailor them to a range of audiences.	<b>x</b>	<b>x</b>
Strong influencing and negotiation skills, with the ability to persuade and gain commitment from supporters.		<b>x</b>
Naturally committed to the very highest standards of supporter care and relationship management.		<b>x</b>
Driven, enthusiastic and determined to deliver and exceed targets; can deal positively with setbacks and is able to identify and implement solutions to resolve difficulties.		<b>x</b>
Excellent time management and organisational skills with the ability to plan and prioritise work, manage conflicting demands and meet deadlines.		<b>x</b>

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

	Method of assessment	
	Shortlist	Interview
Data literate and numerate, with a good understanding of relevant KPIs and the ability to interpret audience insight and develop robust recommendations.	<b>x</b>	<b>x</b>

## Role information

### Key internal working relationships

- Digital engagement
- Digital products
- Data and insight
- Supporter experience
- Brand
- Supporter care
- Wider community & events team

### Key external working relationships

- Agencies and suppliers, such as fulfilment houses and consultants
- Charity networking groups and sector peers
- Supporters, including new and existing groups, organisations, individuals and companies

## General information

<b>Role location and our hybrid working model</b>	<p>This role is based in our London office, however our flexible hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)</p>
<b>Induction</b>	<p>We believe that a positive induction experience is really important. We will send you a welcome pack, which gives you a great friendly introduction to Breast Cancer Now and tells you all about your local office, including those all-important lunch spots. You'll be assigned a buddy, who will help you orientate the charity over a coffee. And you'll follow an initial two-week induction programme where you'll meet your key stakeholders and be introduced to your new role.</p>
<b>Hours of work</b>	<p>35 per week, Monday to Friday.</p>
<b>Contract type</b>	<p>Permanent.</p>
<b>Medical research</b>	<p>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.</p>
<b>Conflict of interests</b>	<p>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.</p>
<b>Immigration, Asylum and Nationality Act 2006</b>	<p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>



## 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 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.