

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.

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| Job title | Community fundraising executive – London, South and Wales |
| Directorate | Fundraising, communication & engagement |
| Team | Community fundraising |
| Job title of reporting manager | Community fundraiser – London, South and Wales |
| Job title(s) of direct reports | N/A |
| Document created (month and year) | May 2024 |

Overview of directorate

The fundraising, communications, and engagement directorate at Breast Cancer Now is responsible for communicating, engaging, and fundraising to our key audiences across a range of channels; from people living with or beyond breast cancer and their loved ones, to supporters, corporate partners, policy makers and healthcare professionals. We create and deliver high-quality, engaging information and communications about breast cancer, the impact our work has and ways to engage with Breast Cancer Now. We're led by the voices of people affected by breast cancer and involve them and champion their views and needs across a range of communications and platforms.

We're working hard to build our brand to build awareness, trust, loyalty, passion, and affinity with people affected by breast cancer and to be here for everyone who needs us.

We're responsible for delivering c£40 million gross income annually through our fundraising. We fundraise through a broad portfolio of fundraising products, partnerships, and relationships, all with the aim of delivering sustainable income and valued relationships for supporters and for Breast Cancer Now for the long term. We work collaboratively across the charity to develop fundraising which shows the impact our supporters have and the change we want to see in breast cancer.

All our work, and our focus is to be here for anyone affected by breast cancer, with support for today and hope for the future.

Our directorate includes teams across:

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

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 fundraising executive is:

- To provide brilliant relationship management and supporter care to supporters, inspiring them to raise as much as possible and continue engaging with the charity.
- To help deliver the community fundraising program day to day. This includes acting as a first point of contact for supporters and administrative duties.

Reporting into one of the community fundraisers for London, South and Wales, you'll play a key role in stewarding our incredible supporters across the region. You'll also work closely with the other community fundraising executives in the team.

Key tasks and duties

Relationship management & stewardship

- To relationship manage supporters undertaking a variety of fundraising activities from golf days and balls to bake sales and walks
- To provide personalised, one to one stewardship and take supporters on a great supporter journey. This will help to increase the number who fundraise, the amount they raise and the proportion who go on to support again
- To support the community fundraiser with the management of high value and long-term supporters, to help maximise the amount they raise
- To manage the fulfilment of fundraising materials, working alongside the operations team to

make sure there are sufficient stock levels

- To thank supporters in a timely and personalised way and offer 'surprise and delight' moments to increase their engagement with the charity
- To be an ambassador at supporter events across your region

Supporter care & response handling

- To act as the first point of contact in the team for general supporter enquiries, monitoring and managing the inbox and phone lines, as well as new online fundraising pages
- To provide supporter care and additional stewardship for supporters on the automated supporter journey, both over the phone and email
- To triage new supporters onto the most appropriate journey and relationship manager, depending on criteria such as complexity and location

Processes & delivery

- To manage day to day processes, such as the coding of new fundraising pages
- To make sure that supporter records are accurately maintained on the database
- To work with the other community fundraising executives and community fundraisers, to ensure that processes are being followed, are optimised and fit for purpose
- To capture supporter stories to be used in marketing and stewardship materials
- To play an active role in the successful delivery of community fundraising plans. This may include a mix of supporting on projects and leading your own
- Oversee and supervise the work of office volunteers and temporary staff when needed

Finance & reporting

- To provide reports on performance against targets, sourcing information from the database and dashboards
- To process invoices for the team, including raising POs, chasing outstanding invoices and reconciliation
- To work with finance, supporter care and other internal teams to ensure income is coded accurately so gifts can be acknowledged and thanked in a timely manner

Other

- 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 experience of providing excellent supporter/customer care in a professional environment | x | x |
| Demonstrable experience of building relationships with supporters/customers | x | x |
| Demonstrable experience of undertaking work independently a completion | x | x |

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

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| Demonstrable experience using relationship management databases | | x |
| Previous experience working in the charity or voluntary sector, preferably in fundraising | x | x |

Skills and attributes

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| Excellent communication skills, both written and verbal, with the ability to persuade | x | x |
| Brilliant relationship building skills with the confidence to build new relationships from scratch both over the phone and face to face | x | x |
| Excellent time management skills; able to manage a wide and varied workload, prioritising key tasks and ensuring that deadlines are always met | | x |
| Ability to listen, learn and develop within the role and respond positively when opportunities to develop or improve are identified | | x |
| Excellent attention to detail | x | x |
| Able to record information consistently and accurately with good numeracy skills | x | x |
| Ambitious and determined, both personally for your own professional development and the organisation | | x |

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

- A wide range of supporters, including individuals, groups and organisations
- Agencies and suppliers, such as fulfilment houses

General information

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| Role location and our hybrid working model | <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> |
| 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 | Permanent |
| Medical research | <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> |
| Conflict of interests | <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> |
| Immigration, Asylum and Nationality Act 2006 | <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.