

Directorate

Fundraising, communications and engagement

Team

Supporter experience

Reporting manager

Head of supporter experience

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.

Overview of the 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 so 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.

Job purpose

To help push forward our work to ensure all Breast Cancer Now supporters – whether they give their time, money or voice – have brilliant experiences with us. This means supporters are thanked properly, kept up to date about the impact of their support and given interesting, relevant opportunities to support again. This role will work with teams across the organisation to share supporter insight, embed best practice, and create consistency.

To champion supporters' wants, needs and preferences across the charity, advocating for supporters to be considered at every turn.

Through these activities, to help – together with the rest of the supporter experience team - to improve supporter loyalty and retention. In turn, to support the generation of long-term sustainable income so we can continue to support all those affected by breast cancer in years to come.

Key tasks and duties

- Lead the mystery shopping exercises, to make sure we understand what our communications and journeys look like from our supporters' perspectives – in particular individual giving supporters.
- Work with teams across the organisation to understand their supporter experience needs and requirements.
- Support the individual giving team to ensure new regular givers receive a great experience, and are given other opportunities to support the charity, in order to maximise their lifetime value.
- Develop tools and resources to help teams embed supporter experience best practices.
- Train colleagues, including new starters, in our supporter experience principles and ways of working.
- Lead cross-team projects and working groups to improve supporter experience.
- Stay abreast of supporter experience best practice and how other organisations are improving their supporter experience.

- Monitor and champion brilliant thanking across the organisation, including supporting our 'thank-a-thon'.
- Champion our supporter loyalty, satisfaction and retention measures, and work with teams to make sure insight from these measures is embedded in their activities.
- Work closely with the senior supporter insight lead and our data team to maintain a full understanding of our supporters – who they are, what they want and what they're telling us.
- Working collaboratively with teams and the supporter journeys manager, help to embed cross sell asks, so that supporters get a variety of asks which feel relevant to them.
- Support the senior supporter insight lead on audience research initiatives, in particular helping to share insight across the organisation.
- Working with the head of supporter experience, roll out and maintain our supporter experience maturity plan – to improve the organisation's ability to understand supporters, prioritise their needs and integrate them into everything we do.
- Adhere to all Breast Cancer Now's policies and procedures.
- Any other duties within the scope and remit of the role, as agreed with your manager.

Person specification

Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
Relevant experience working on supporter or customer experience projects.	x	x
Experience of leading or facilitating creative workshops, Both virtually and in-person		x
Experience of influencing stakeholders	x	x
Experience of working with insight, and sharing it in clear concise ways.		x
Experience of managing large projects from start to finish	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience of working within a fundraising department	x	
Experience of working in a stewardship, supporter care, or supporter/customer experience function	x	
Experience of developing stewardship materials or supporter journeys	x	
Experience of designing training or tools for teams	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent communication skills		x
Ability to explain insight and ideas clearly and effectively	x	x
Ability to pro-actively drive forward projects	x	x
Ability to influence and get people excited about a project	x	x
Conviction, and confidence to challenge ideas		x
A desire for continuous development and improvement		x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Working knowledge of data protection regulations		x
A thorough understanding of what supporter experience is and the importance of the function within charities	x	x
An understanding of what best practice supporter experience looks like, and techniques for identifying and improving supporter experience		x

Role information

Key internal working relationships

You'll work closely with the following:

- Head of supporter experience
- Senior supporter insight lead
- Supporter journeys manager
- Data team
- Digital team
- Brand team
- Key stakeholder teams across the directorate, depending on strategic need

Key external working relationships

You'll work closely with the following:

- Creative agencies
- Fulfilment houses

General information

Role location and our hybrid working model	<p>This role can be based in 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:</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 Minorities, 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	<p>35 per week, Monday to Friday</p>
Contract type	<p>Permanent</p>
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 there's 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	You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.
Our commitment to equity, diversity and inclusion	We're committed to promoting equity, valuing diversity and creating an inclusive environment – for everyone who works for us, works with us, supports us and who we support.

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.

July 2024

Find out more about us at
breastcancer.org

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