

# Direct marketing officer, legacy & journeys

## **Directorate**

Fundraising, communications and engagement

## **Team**

Legacy and journeys team, individual giving

## **Reporting manager**

Senior manager, legacy and journeys

## **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.

Find out more about us at  
[breastcancer.org](https://breastcancer.org)

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.

### Job purpose

- To manage and deliver a programme of legacy marketing and stewardship activity to increase legacy awareness and consideration among warm and cold audiences, and to encourage support of the charity through gifts in wills.
- To be responsible for delivering agreed activity to achieve/exceed agreed targets and KPI's through a range of communication channels, including direct mail, telemarketing, DRTV, digital, email, legacy events, internal communications and any other relevant channel.

### Key tasks and duties

#### Campaign management:

- Plan, deliver and manage direct marketing campaigns and legacy events to develop relationships with supporters through a variety of channels, to schedule and budget.
- Management of direct marketing including briefing agencies, sourcing material, managing data selections, appraising creative copy and artwork, managing the approval and production process, proofing, setting up and monitoring campaign fulfilment.
- To be accountable for operating against agreed schedules and processes, liaising with internal and external customers and suppliers as agreed. Ensure internal/external suppliers are briefed and identify and monitor the support required throughout the campaign period.

#### Results and budget management:

- To take accountability for ensuring that assigned direct marketing/legacy campaigns are managed against agreed expenditure levels.

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- To track, analyse and report on results from assigned direct marketing/legacy campaigns.
- Review campaign activity and ensure information is used to inform future activities and plans as appropriate.

### **Agency management:**

- Brief and manage internal and external suppliers, acting as point of contact on day-to-day campaign management.
- To demonstrate best practice in working with key internal and external suppliers to ensure maximum efficiency and campaign effectiveness.
- Train and inspire fundraisers in external agencies, communicating the full range of the work of Breast Cancer Now to them.

### **Communications:**

- Use key messages, stories and examples that inspire internal audiences and to explain our work to both existing supporters and cold audiences to encourage legacy consideration.
- Ensure all communications are developed to the charity's brand guidelines and tone of voice.
- Manage relationships with supporters on one-to-one basis, if and as required.

### **Legal/Risk:**

- Develop and maintain accurate, up-to-date and organised records for all supporters and prospects using organisational databases. Ensure all supporter information is managed and stored in line with data protection regulations and compliance team guidelines.
- Represent the charity within relevant consortia and compliance bodies such as the fundraising regulator.
- Participate in and support individual giving wider plan and strategy through team meetings and project work.
- 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.
- Represent the charity at events and enhance our profile and reputation with willingness to work some anti-social hours.

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- To adhere to Breast Cancer Now's policies and procedures.
- Any other duties that are within the scope and remit of the role and as agreed with your manager.

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NOW** The research &  
support charity

# Person specification

## Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
<ul style="list-style-type: none"> <li>• Experience of managing direct marketing or fundraising campaigns</li> </ul>	X	
<ul style="list-style-type: none"> <li>• Experience of budgeting, and reporting and analysing results</li> </ul>		X
<ul style="list-style-type: none"> <li>• Experience of working with external suppliers</li> </ul>	X	
<ul style="list-style-type: none"> <li>• Experience of using a relationship management database</li> </ul>	X	
<ul style="list-style-type: none"> <li>• Experience of managing a varied workload to tight deadlines</li> </ul>	X	

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

	Method of assessment	
	Shortlist	Interview
<ul style="list-style-type: none"> <li>• Experience in developing stewardship journeys to encourage legacy consideration</li> </ul>		X

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
<ul style="list-style-type: none"> <li>• Take a flexible approach to managing a wide and varied workload, prioritising accordingly, ensuring achievement of targets/KPI's within a fast paced and changing environment with tight deadlines</li> </ul>	X	
<ul style="list-style-type: none"> <li>• Great at building relationships with internal and external stakeholders</li> </ul>	X	
<ul style="list-style-type: none"> <li>• Highly numerate, excellent IT skills including Excel</li> </ul>		X
<ul style="list-style-type: none"> <li>• Highly organised, strong attention to detail</li> </ul>	X	
<ul style="list-style-type: none"> <li>• Excellent written, spoken and negotiation skills</li> </ul>	X	
<ul style="list-style-type: none"> <li>• Able to build strong relationships with supporters on a one-to-one basis</li> </ul>		X

Find out more about us at [breastcancer.org](http://breastcancer.org)

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

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

### Knowledge

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

	Method of assessment	
	Shortlist	Interview
<ul style="list-style-type: none"><li>• Knowledge of direct marketing / fundraising</li></ul>	X	

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

	Method of assessment	
	Shortlist	Interview
<ul style="list-style-type: none"><li>• An understanding of legacy marketing and supporter stewardship</li></ul>		X

# Role information

## Key internal working relationships

You'll work closely with the following:

- Senior direct marketing manager – legacy & journeys team
- Wider legacy & journeys team
- Head of individual giving
- Supporter operations teams – data, 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 people who have/ have had breast cancer and their families who are actively engaged in our promotional activity for fundraising/gifts in wills
- Fundraising networks and wider charity networks

## General information

<b>Role location and our hybrid working model</b>	<p>This role is based in either our 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>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday to Thursday)</p>
<b>Induction</b>	<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>
<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 there's 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>
<b>Our commitment to equity, diversity and inclusion</b>	<p>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.</p>

Find out more about us at  
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## 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.

September 2024

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