

Senior officer, brand marketing



Directorate

Fundraising, communications and engagement

Team

Brand marketing and planning

Reporting manager

Brand marketing manager

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 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 a programme of brand marketing campaigns and communications which support the brand strategy, growing awareness of Breast Cancer Now amongst key target audiences.

To increase the reach and engagement of Breast Cancer Now's brand by planning and implementing targeted brand campaigns and communications across a range of paid and owned channels by collaborating with internal stakeholders and agencies.

Key tasks and duties

- **Brand marketing** - work with the manager to plan and deliver integrated and innovative campaigns across paid, owned and earned channels, including TV, radio and digital, for the charity's brand, which support and enhance the brand strategy.
- **Project management** – manage the delivery of brand marketing campaigns and communications, with a focus on specific moments such as Breast Cancer Awareness Month in October each year.
- **Campaign development** - support the creative development of campaigns working with in-house teams and external agencies, briefing stakeholders, appraising creative copy and artwork, managing the approval and production process, proofing, setting up and monitoring results - ensuring maximum efficiency and campaign effectiveness.
- **Results and budget management** – take accountability for ensuring that assigned campaigns are managed against agreed expenditure levels, track, analyse and report on results and review performance to ensure learnings are used to inform future plans as appropriate.

- **Stakeholder management** - keep internal stakeholders abreast of live campaign performance, upcoming marketing activity and any related challenges/opportunities. Share results and findings in timely manner and present as and when required to key stakeholders.
- **Agency management** – communicate effectively, including through regular status meetings, to manage and maintain excellent relationships with creative and media agencies to achieve brand strategy objectives.
- **Media planning** - assist in the development of media plans working in-house and with agencies. Ensure the media channels are robust, responsive and relevant to target audiences.
- **Market research and insight** – support the implementation of insight gathering and analysis to develop and test messaging and creative to ensure campaigns are representative and resonate with key target audiences.
- 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
Demonstrable experience in a marketing role, managing marketing campaigns along with a passion and interest in brand marketing	X	X
Good understanding of a range of marketing tools and techniques gained through experience in a marketing department		X
Project management to deliver multi-channel marketing campaigns	X	X
Managing and working beside third party stakeholders including creative and media agencies	X	X
Working at pace as part of a creative, solutions-focused team, taking a positive and innovative approach to new challenges		X

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

	Method of assessment	
	Shortlist	Interview
Marketing experience within the charity sector	X	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent written skills for both internal and external audiences	X	
Excellent interpersonal skills, particularly listening skills, tact, diplomacy and assertiveness		X
Ability to deliver strategic, innovative marketing plans and manage multiple projects to tight deadlines	X	X
Ability to organise, prioritise and deliver a demanding workload	X	X
Ability to communicate excellently, build effective relationships and deal diplomatically with internal stakeholders across all levels	X	X
A flexible approach and the ability to work effectively in a range of situations and with a diverse range of people	X	X

Enthusiasm and a high degree of initiative and motivation		X
The confidence to challenge accepted thinking and pitch new ideas		X
Ability to deal effectively with giving and receiving constructive feedback	X	X
Curious attitude to encourage and act upon feedback, and use insights to make improvements	X	X
Competent with office software packages, including powerpoint, excel, word	X	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Understanding of a full range of media channels (from creative development and production to media planning): TV, radio, OOH, digital, social, direct, partnerships	X	X
Understanding of marketing planning and its role in increasing brand awareness to deliver key performance indicators		X
Knowledge of developing audience segments and developing audience led marketing and messaging frameworks	X	
Knowledge of market research methodologies		X
Understanding of innovative brand marketing solutions to raise brand awareness		X

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

	Method of assessment	
	Shortlist	Interview
Knowledge of the sensitivities of working with health-related issues	X	

Role information

Key internal working relationships

You'll work closely with the following:

- Brand, marketing and communications team
- Digital team
- Press, PR and celebrity team
- Fundraising teams

Key external working relationships

You'll work closely with the following:

- Agencies, freelancers and consultants
- Supporters, patients and campaigners

General information

Role location and our hybrid working model	<p>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:</p> <p>The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)</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	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.
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.

Job description dated November 2024

Find out more about us at
breastcancer.org

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CANCER
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support charity