

Directorate

Fundraising, communications and engagement

Team

Individual giving

Reporting manager

Head of individual giving

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
breastcancernow.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

Breast cancer now is investing in face to face/dialogue fundraising. This role will support that growth by implementing a consistent and standardised way of working across both our lottery and direct debit campaigns. This role will play a key role in monitoring performance including ROI and attrition, creating and implementing a face to face fundraising guide, managing territories and agency site clashes as well as the go between the team and compliance.

You'll;

- Support the DD & lottery team senior managers to successfully monitor and engage our 5 key supplier relationships in a consistent way.
- To work with the reporting and analysis team to create and maintain a suite of reports and analysis tools to monitor agency performance both at agency level and holistically.
- Support teams to ensure that training materials, skills and capabilities are consistent across the team, proactively recommending improvements.
- Work with DD & lottery team managers to drive a clear combined picture of forecasting versus actuals and volumes across the face to face acquisition channels. With a focus on accurate reporting.
- Create, maintain and implement a face to face fundraising standards document, aligning compliance and contract management, as well as agency monitoring.

Key tasks and duties

- Attend agency check in and quarterly reviews. Lead annual contract management reviews.
- Lead on clash and territory management process with support from lottery and DD team executives.
- Focus on monitoring and reporting across all key campaign KPI. With a particular focus on attrition and ROI. Identifying and briefing any gaps in necessary reporting.
- Take the lead on a consistent approach to fundraiser engagement activities and fundraiser training.

Find out more about us at
breastcancer.org

- Working alongside the IG and compliance teams to ensure consistent approach for compliance monitoring, complaints, shadowing of agencies, mystery shopping. Working with the product teams to deliver a robust consistent plan for holding our partners to fundraising code.
- Lead the creation and implementation of the face to face standards document.
- Review creative propositions used across face to face fundraising, keep a log and make recommendations on improvements as well as new propositions for future testing.
- 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
Experience of working with, and actively managing, face to face agencies and suppliers to support the creation and delivery of campaigns		X
Substantial experience in face to face fundraising	X	
Experience of monitoring budgets in a direct marketing context, with demonstrable delivery of successful income targets		X
Experience of working in a team that delivers high quality, high volume direct marketing activity		X
Proven track record of delivering and evaluating results		X
Experience of reporting and analysing complex data	X	
Delivery or development of process and documentation to support that	X	

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

	Method of assessment	
	Shortlist	Interview
Be proactive in building positive working relationships with internal stakeholders.		X
Experience of using a relationship management database	X	
Experience of working on lottery and raffles, or other gaming products		X
Experience of contract management	X	

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breastcancer.org

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Highly numerate with strong excel skills		X
Excellent written, spoken and negotiation skills	X	
Ability to be flexible, diplomatic, assertive and a good negotiator		X
A high level of drive and ambition, both personally and for the organisation		X
Be actively engaged in the marketplace and aware of developments, legislation and guidance from regulatory bodies in the sector		X
Take a flexible approach to managing a wide and varied workload, prioritising and delegating accordingly		X
Ability to achieve targets within a fast paced and changing environment with tight deadlines		X
Highly organised, with strong attention to detail		X

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

	Method of assessment	
	Shortlist	Interview
Be able to deliver engaging presentations to a variety of audiences (internal and external)	X	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
A solid understanding of Individual giving as a function within the UK charity sector		X

Role information

Key internal working relationships

You'll work closely with the following:

- Senior direct marketing managers
- Head of individual giving
- Wider individual giving team
- Supporter operations teams – data, supporter care and compliance
- Wider organisation

Key external working relationships

You'll work closely with the following:

- Third part agency suppliers

General information

Role location and our hybrid working model	<p>This role is based in our London or Sheffield offices. 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). In January 2025 our London office will move to The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)</p> <p>or</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (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 your 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</p>

	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 and for example, 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
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CANCER
NOW** The research &
support charity