

Directorate

Fundraising, communications and engagement

Team

Corporate partnerships

Reporting manager

Head of Asda partnership

Direct reports

Asda partnership officer

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 we can 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.

A significant part of our corporate partnerships income comes from our partnership with Asda. Asda Tickled Pink, now in its 29th year, is the partnership between Asda, Breast Cancer Now and CoppaFeel! Together we're on a mission to make checking your boobs, pecs and chests, whoever you are, as normal as your Asda shop. And with the help of customers, colleagues and suppliers, we're raising £100m in the process.

The Asda team at Breast Cancer Now is responsible for raising £5m annually through the Asda Tickled Pink partnership, plus ambitious breast checking and signposting KPIs.

Job purpose

- This role is of huge importance to the Asda partnership, as the day-to-day contact, leading on large scale and multifaceted partnership activations which engage customers, colleagues and suppliers.
- This role manages the Asda partnership officer and therefore you'll be responsible for objective setting, personal development, ensuring partnership deliverables for this role are met plus any additional support they require to succeed in their role.
- Working with the head of Asda partnership and the associate director corporate partnerships, this role is critical in engaging external and internal stakeholders in the delivery of the partnership as well as long term partnership ambitions.
- You'll collaborate with the Asda marketing and communications manager and senior press and PR officer to deliver effective partnership campaigns.
- Attention to detail is critical as this role supports on the complex finances and restricted funding of the Asda partnership, regularly reporting to the head of Asda partnership, to ensure accurate budgeting, reforecasting and funding reporting.
- Identify, scope and deliver new partnership workstreams which align with the partnership KPIs and growth strategy.

Key tasks and duties

Account management

- Autonomously provide first-class account management for our partnership with Asda.
- Support the head of Asda partnership in the delivery of the Asda Tickled Pink 'Journey to 30' strategy, taking us to 2026, to ensure fundraising, breast checking and signposting KPI are met.
- Manage the numerous income streams and expenditure budgets of the partnership, proposing reforecasts and budgets, for discussion with the head of Asda partnership.
- Lead on quarterly data collection across Breast Cancer Now for Asda's restricted funding and draft the annual restricted funding report.
- Deputise for the head of Asda partnership when required, overseeing key tasks and providing leadership for the partnership within the Asda team, across Breast Cancer Now, and with Asda and CoppaFeel!
- Keep accurate records through Breast Cancer Now's database, files and the shared drive which we share with Asda and CoppaFeel!
- Become an expert in the retail grocery industry to understand the context Asda is working within.

Campaign and income generation delivery

- Responsible for the £5million annual target.
- Be the senior lead for Breast Cancer Now's role in the development and delivery of marketing campaigns throughout the year – specifically Breast Cancer Awareness Month and Mother's Day.
- Alongside CoppaFeel!, be responsible for colleague, customer and supplier engagement and income generating activations, including commercial fundraising through product donations. Delegating projects to the Asda partnership officer.
- Responsible for Breast Cancer Now's role in the delivery of the Asda Tickled Pink Ball which raises over £1million annually.
- Responsible for end-to-end ideation and delivery of an ambitious partnership plan in 2026, our 30th year, collaborating early with internal and external stakeholders to ensure we exceed expectations and deliver impact.

Stakeholder management

- Build strong working relationships with the Asda Tickled Pink team and the broader network of stakeholders at Asda who support the partnership, to ensure high engagement and maximum output.

- Build and maintain strong relationships with the CoppaFeel! partnership team, ensuring harmonious and equitable ways of working.
- Build strong relationships with internal stakeholders to support the day-to-day delivery of the partnership, whilst engaging them with our long-term ambitious plans.
- Provide written and verbal updates on the Asda partnership to internal and external stakeholders of all levels where scheduled according to partnership governance.
- Support the head of Asda partnership on high profile stewardship tours/events.

Project management and innovation

- Lead on the supplier engagement strategy to drive greater engagement, new opportunities, increased impact for all stakeholders and grow income.
- Proactively identify opportunities and methods to increase partnership outputs (financial or strategic) in your key areas of focus, aligning efforts with Breast Cancer Now's broader strategic objectives.

Line management and cross team working

- Provide target-driven and development-focused line management ensuring that work tasks and KPIs are met and support is offered.
- Lead by example and work alongside colleagues in the corporate partnerships team to share and take learnings from across the partnership portfolio.
- Add value by leading on strategic cross team projects across corporate partnerships.

Legal and compliance and general

- Work with relevant internal teams to ensure the Asda partnership is compliant legally and will deliver activity to a best practice standard.
- 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 delivering first-class account management of six-figure partnerships, either from the charity or business side of the partnership | x | x |
| Experience of stewarding partner stakeholders with differing levels of seniority, to aid influencing and negotiating to unlock new partnership opportunities | x | x |
| Experience of working with multiple stakeholders with varying priorities to achieve a common goal | x | x |
| Experience working on a variety of projects, with the ability to simultaneously manage a wide range of tasks | x | x |
| Experience of budget management across multiple income streams | x | x |
| Experience of measuring and reporting impact, covering outputs and outcomes | x | x |

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| Experience working in a fast paced, multi-faceted environment | x | |
| Experience of transforming existing transactional partnerships into shared purpose partnerships to deliver organisational objectives | x | |
| Experience of digital fundraising and content generation across various platforms | x | |
| Commercial acumen, for example demonstrated in the delivery of high-value CRM agreements | x | |

Skills and attributes

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| Exceptional relationship management skills with the ability to manage stakeholders at all levels | x | x |

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breastcancer.org

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|--|---|---|
| Excellent written and verbal communication skills, with the ability to communicate and influence a wide range of audiences | x | X |
| Strong organisational, project and time management skills with the ability to use own initiative, prioritise and demonstrate a problem-solving approach | x | x |
| Ability to adapt proactive fundraising plans to meet the changing needs of both the business and the charity | x | x |
| Ability to think creatively to identify opportunities (financial or strategic) to maximise partnership potential for Breast Cancer Now and to secure buy in from external stakeholders through influencing and developing tailor made proposals to meet your partners' needs | x | x |
| Demonstrable ability to work collaboratively across departmental boundaries to achieve shared organisational goals | x | |
| A proven ability to deliver against income targets | x | |

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

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| Ability to think in a clear minded fashion and plan strategically for long term success | x | |

Knowledge

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

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| An understanding of the corporate fundraising sector and the changing demands of partnerships | x | x |
| An understanding of shared purpose partnerships and the benefits to both the organisation and Breast Cancer Now | x | x |

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| An awareness of the issues people affected by Breast Cancer can experience | x | |
| An understanding of the retail sector, its dependencies, risks and opportunities | x | |

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Role information

Key internal working relationships

You'll work closely with the following:

- Corporate partnerships team - colleagues within each sub team of account management, new business, and Asda.
- Within the Breast Cancer Now Asda team you'll work with the head of Asda partnership, Asda partnership officer and the associate director, corporate partnerships
- Brand, marketing and communications teams, specifically Asda marketing and communications manager and senior press & PR officer - to build and maximise campaigns and identify future opportunities to engage Asda.
- Research, support and influencing directorate - to harness their expertise to support breast checking messaging, report impact of funding, steward key stakeholders through research tours and public affairs engagement.
- Fundraising teams to ensure that the partnerships continue to deliver added value across Breast Cancer Now.

Key external working relationships

You'll work closely with the following:

- CoppaFeel! head of partnerships and partnership manager
- Asda Stakeholders:
 - Tickled Pink team and wider community team
 - PR, agency and social media teams
 - Tickled Pink Ball working group
 - Supplier teams
- Peers in the charity sector for networking and shared experience

General information

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|--|--|
| Role location and our hybrid working model | 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 The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday) |
| Induction | 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. |
| Hours of work | 35 per week, Monday to Friday |
| Contract type | Permanent |
| Medical research | 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. |
| 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 January 2025

Find out more about us at
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