

## **Directorate**

Fundraising, communications and engagement

## **Team**

Press, PR & celebrity

## **Reporting manager**

Senior press and PR manager (brand marketing and key stakeholder relationships)

## **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 builds 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

Lead on the stewardship and nurturing of the charity's relationships with celebrities. This involves developing and delivering an annual plan that sets out how the charity will evolve mutually beneficial relationships with these key stakeholders securing their engagement and support in a way that reflects the charity's brand values and helps the charity to deliver on its strategic goals (both short- and long-term) across its work, at the same time as offering tailored opportunities to support the charity in line with each individual's areas of interest.

Alongside stewarding excellent relationships with current celebrity supporters, you'll also be responsible for strategically horizon scanning ongoing to identify and nurture relationships with new celebrities who can help the charity achieve its goals.

Working closely with teams across the charity to understand their needs and identify how celebrity support can deliver greatest impact for their work, you'll also play a key role in supporting the development and delivery of the charity's new Ambassador Programme. Working in collaboration with the head of key stakeholder stewardship and engagement and the senior press and PR manager you'll be responsible for feeding in insights around celebrity engagement to date and considerations that will ensure all current patrons, vice patrons, ambassadors are effectively stewarded through the new programme.

### Key tasks and duties

- Manage the development, delivery and evaluation of an annual celebrity engagement plan that meets the (short- and long-term) needs of both the charity and celebrities to nurture mutually beneficial and meaningful relationships.
- Oversee the launch and management of the charity's new Ambassador Programme, ensuring it accounts for existing insights and best meet the needs of both the charity and our patrons, ambassadors and celebrities. Integral to this is ensuring diversity and relevance of celebrity supporters to reflect our commitment to be here for anyone affected by breast cancer.

- Build strong relationships across internal colleagues, provide guidance and expertise around how celebrities and high-profile individuals can support their work for greatest impact – including considering audience, area of work and objectives as well as the interests and motivations of the celebrity.
- Develop and oversee implementation of policies and working processes that guide internal teams around how celebrities can support their work for greatest impact.
- Engage teams with insights around the needs, interests and motivations of the charity's celebrity supporters and the sorts of opportunities and asks that will nurture the most impactful celebrity stewardship and engagement.
- Work closely with relevant teams to develop clear briefings for celebrities getting involved with the charity's work and manage their involvement (including attending events) in activity such as for corporate fundraising partnerships, special events, services marketing, brand marketing and policy/campaigning.
- Maintain up to date knowledge of the charity's celebrity and high-profile supporters' needs and interests, and seek their feedback around working with the charity ongoing, both through building strong direct relationships with them but also with their agents so we work in partnership with them – including through face-to-face meetings.
- Share charity news and regular updates with celebrities that are tailored to their interests, including updates around the impact of their support.
- Actively horizon scan to continue building the charity's celebrity support base, with individuals who resonate with the charity's brand/audiences and are well placed to support the charity to achieve more quicker for people affected by breast cancer.
- Actively monitor activity of celebrity supporters (e.g. social media accounts) to ensure, when appropriate, the charity is responsive in a timely manner.
- Always consider and propose innovative ways celebrities can support the charity across channels, including through leveraging content via their own social media accounts, working collaboratively with the digital and social media team. Work closely with the social listening manager to identify key trends and share them with the press, PR and celebrity team and other teams as appropriate.
- Working closely with the media team, identify and respond to media stories regarding celebrities connected to the charity when required. This includes flagging any potential/actual reputation issues to the senior press and PR manager (brand marketing & key stakeholder relationships) if supporting the handling of any situation to minimise negative reputational damage for the charity.
- When a celebrity is diagnosed or affected by breast cancer – whether a support of the charity or not – reach out to share that the charity is here for them and how we can support them. If the story is covered in the media, work with the media team to draft a reactive comment that is sensitive, sharing this with the celebrity's agent if appropriate.
- Oversee correspondence between celebrity supporters and charity staff at all levels – CEO, trustees, staff in other teams – and establish a matrix management approach when this will deliver most effective stewardship, ensuring the celebrity

has a consistent, excellent experience with the charity.

- Develop meaningful key performance indicators for our work with celebrities, and evaluate and report on results, and learnings for future work.
- Collate and maintain detailed, accurate and up to date records of all celebrity supporters, interactions and their activity, ensuring data storing meets data protection and compliance requirements.
- Arrange engagement events such as lab tours for celebrities, and attend events to manage celebrities present attendance, as required, including out of office hours.
- 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
Exceptional relationship management and stewardship experience with experience of managing a portfolio of high-profile supporters and associated agents	x	x
Demonstrable experience of managing work in pressurised situations; prioritising workload and multi-tasking without sacrificing quality of work	x	x
Experience managing celebrity support of campaigns both in the media and on social media	x	x

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

	Method of assessment	
	Shortlist	Interview
Educated to degree level or equivalent	x	x
Knowledge of breast cancer and the effects it has on those diagnosed and their loved ones	x	x

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Outstanding written and oral communication skills, and the ability to interact with a diverse range of people	x	x
Experience using organisational databases to record and track contacts and interactions	x	x
Proven ability to take responsibility for tasks and act on own initiative particularly to solve problems and find solutions.		x

Ability to develop a strong understanding of Breast Cancer Now and it's key messages and communicate these to celebrity supporters		x
A creative approach to working with high profile supporters and the ability to think 'big-picture' about relationships and ideas involvement of celebrities in campaigns and activity		x

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

	Method of assessment	
	Shortlist	Interview
Experience working in the voluntary or third sector	x	x

## Knowledge

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

	Method of assessment	
	Shortlist	Interview
Excellent knowledge of the media and social media landscape	X	X
Strong knowledge of celebrity and influencer trends and a creative approach to reacting to the external environment		X

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

	Method of assessment	
	Shortlist	Interview
Knowledge of breast cancer and the effect it has on those diagnosed and their loved ones	X	

# Role information

## Key internal working relationships

You'll work closely with colleagues right across the organisation, especially across the fundraising, communications & engagement directorate and research, services & influencing directorate, particularly with:

- Press, PR and celebrity team
- Digital and social media team
- Brand, marketing and communications team
- Corporate partnerships and engagement team
- Community and events team
- Philanthropy and special events team
- Individual giving and supporter experience
- Policy and campaigning team
- Research communications team

## Key external working relationships

You'll work closely with the following:

- Celebrities and their agents / agencies
- Corporate partners and their PR teams / agencies
- Partner charities where required

## General information

<b>Role location and our hybrid working model</b>	<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>
<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 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>
<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	Permanent
<b>Medical research</b>	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.
<b>Conflict of interests</b>	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.
<b>Immigration, Asylum and Nationality Act 2006</b>	You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.
<b>Our commitment to equity, diversity and inclusion</b>	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  
**[breastcancernow.org](https://breastcancernow.org)**

**BREAST  
CANCER  
NOW** The research &  
support charity