

Directorate

Fundraising, communications and engagement

Team

Community and events

Reporting manager

Events 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 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 maximise net income by supporting the delivery of a varied portfolio of events, engaging supporters in the team and acting as a first point of contact and an ambassador for the organisation.

Key tasks and duties

Administrative support

- Responsible for all the administrative tasks across the third party events team.
- Using this gained knowledge of events and fundraising, manage your own events in the future with the guidance of the events officer.

Supporter care

- Monitor the events inbox and phone line, new online fundraising pages and social media and set up new supporters on our database.
- Implement the conversion supporter journey for new event enquiries and thank all event participants in a timely, personalised and appropriate manner.
- Provide support with excellent relationship building with all participants.
- Send out fundraising materials and assist the events officers, event managers and senior event manager with the logistical delivery of their events.
- Aid the delivery of supporter journeys across the team, building excellent relationships with participants, ensuring they feel well looked after and able to maximise the amount they raise.
- Implement post event stewardship journeys to retain participants, delivering repeat, increased and cross sell support for Breast Cancer Now.

Event delivery

- Provide logistics support to the events team including training days, ballot calling days, expos, cheering points and post-race stalls/events.

- Lead on at least one event to gain experience.

Marketing

- Work with the PR team to generate engaging and impactful case studies for use in the media and online.

Finance and database

- Maintain detailed and accurate records on our Blackbaud run database, updating communication preferences and registrations where necessary.
- Monitor registrations via the website, reporting on payment processes and cascading key information to the team and other relevant internal parties when required.

Sponsorship and third parties

- Work with the event managers to understand the requirements of the team for the upcoming events season and secure relevant sponsorship and gifts in kind to support this.

Cross organisational working

- Engage the organisation's supporters in helping to build the Breast Cancer Now brand and deliver key public health messages.
- Be an ambassador at events, supporting the delivery of Breast Cancer Now's vision and ensuring that the charity's profile and reputation are enhanced.
- A willingness and ability to travel across the UK and work outside of usual hours (Monday to Friday 9.00am to 5.00pm) to support delivery of the portfolio

General

- 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 building and managing relationships	x	x
Experience of administration tasks with excellent skills in this area	x	x
Experience of working in a fast-paced environment and an ability to work both independently and in a team		x

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

	Method of assessment	
	Shortlist	Interview
Experience of working in the charity/voluntary sector	x	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent relationship management skills with the ability to build new relationships from scratch. Consistently developing and building on existing relationships with supporters and colleagues at all levels		x
Excellent time management skills with the ability to manage a wide and varied workload, prioritising key tasks and ensuring that deadlines are always met	x	x
Ability to represent Breast Cancer Now professionally with a range of external audiences including event participants, event suppliers, other charities' staff and members of the public	x	x
Ability to work under pressure, keeping calm and thinking clearly		
Excellent attention to detail		x
Logical and analytical with the ability to record information consistently and accurately and pull key information to enable sound analysis	x	x
Ambitious and determined, both personally for your own professional development and for the organisation		x

Flexibility and willingness to travel throughout the UK and work outside of normal working hours (including weekend work) when the occasion demands	x	
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Knowledge

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

	Method of assessment	
	Shortlist	Interview
A working knowledge of relationship management databases	x	x

Role information

Key internal working relationships

You'll work closely with the following:

- Colleagues within the fundraising, communications and engagement directorate
- Colleagues at all levels across fundraising, communications and the wider charity

Key external working relationships

You'll work closely with the following:

- A broad range of supporters, individuals and groups
- Professional fundraising networks and wider charity networks

General information

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 6 th Floor, 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 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.
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
breastcancernow.org

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