

Brand marketing officer



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 allocated campaigns and communications within the brand marketing programme, growing awareness and understanding of Breast Cancer Now amongst key audiences.

To collaborate with both in-house and external, creative and media agencies as well as internal stakeholders to deliver marketing campaigns and communications across a range of paid and owned channels.

To manage the tracking of campaign KPIs, working with media agencies and internal teams to analyse results and report back to internal stakeholders.

Key tasks and duties

- **Brand marketing** - work with the brand marketing manager and the senior officer, brand marketing to develop and deliver the digital marketing for brand marketing campaigns. Ensuring budget is utilised effectively to achieve maximum reach within our target audience, driving awareness, understanding and action, ensuring targets are met.
- **Project management** - manage assigned campaigns and communications, including the development of activity for specific times of the year, especially breast cancer awareness month and the delivery of the organisation's monthly supporter email.
- **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 communication** – keep internal stakeholders abreast of live campaign performance, upcoming marketing activity and any related challenges/opportunities. Share results and findings in a timely manner and present as and when required within working group meetings.
- **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.
- **Marketing activity** – uphold day-to-day tasks that support our marketing activity across owned and earned channels. Including sourcing social media content, working with the digital engagement team and case study lead. Gathering and monitoring results of this activity as part of campaign reviews.

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 in a marketing role managing marketing campaigns	X	
Experience of managing and working with third party stakeholders including creative and media agencies	X	X
Experience of working at pace as part of a creative, solutions-focused team, taking a positive approach to new challenges and making the most of in-house talent and resource		X
Project management experience, delivering multi-channel campaigns	X	X
Good understanding of a range of marketing tools and techniques gained through experience in a marketing department	X	

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

	Method of assessment	
	Shortlist	Interview
Marketing experience within the charity sector	X	
Demonstratable experience in brand marketing		X

Skills and attributes

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

	Method of Assessment	
	Shortlist	Interview
Excellent communication skills, with the ability to write effectively for both internal and external audiences	X	
Excellent interpersonal skills, particularly listening skills, tact, diplomacy and assertiveness	X	X
Ability to deliver strategic, innovative marketing plans and manage multiple projects to tight deadlines	X	
Ability to build effective relationships, with stakeholders at all levels and across departments		X
Ability to deal effectively with giving and receiving constructive feedback		X
A flexible approach and the ability to organise, prioritise and deliver a demanding workload		X

An enthusiastic approach with a high degree of initiative and motivation, and with the ability to problem solve, share new ideas and address challenges.	x	
A meticulous approach to work with high attention to detail		x
Curious attitude to encourage and act upon feedback, and use insights to make improvements		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
Knowledge of working with messaging and audience frameworks	x	
Knowledge of market research methodologies		x
Understanding of a range of media channels (from creative development and production to media planning): digital, social, direct, partnerships in particular	x	
Understanding of marketing planning and its role in increasing brand awareness to deliver key performance indicators	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	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
breastcancer.org

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CANCER
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support charity