

Mass participation marketing officer

Directorate

Fundraising, communications and engagement

Team

Individual giving

Reporting manager

Mass participation 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.

Mass participation team

- The team sits within the Individual giving team which recruits, retains and develops a range of supporters.
- The team has 9 posts with a head of mass participation reporting to the associate director, Individual giving and supporter operations. The team focuses on Wear it Pink and Afternoon Tea, 2 of Breast Cancer Now's biggest fundraising moments.
- We believe the team has huge potential to grow and develop, helping us maximise net income and providing fantastic a supporter experience in the mass product fundraising environment.
- Afternoon Tea takes place in August each year, generating over £1.8 million by engaging over 12,000 people a year to raise money for Breast Cancer Now at home, in their offices and at school. Further information is available at <https://breastcancernow.org/get-involved/do-your-own-fundraising/afternoon-tea>
- Wear it Pink takes place in October each year, generating over £2 million each year. The campaign engages around 20,000 people to raise money for Breast Cancer Now in their offices, homes and at school. Further information is available at <http://wearitpink.org/>
- The team is responsible for the end-to-end delivery of both campaigns, from marketing to process design, thanking and longer term relationship management of supporters, moving them into other areas of fundraising where appropriate and encouraging and enabling them to develop long term and fruitful relationships with Breast Cancer Now. This role will work across both Afternoon Tea and Wear it Pink.

Job purpose

- A diverse/flexible role, working at officer level across Afternoon Tea and Wear it Pink marketing.
- To work in conjunction with the mass participation marketing manager to develop long term marketing plans for our portfolio of mass participation events as needed.

- To personally manage and be responsible for elements of these campaigns.
- To support specific tasks at busy times, providing overflow assistance on some weekly and daily tasks such as the supporter inbox. To deliver the highest standard of work that is focused on: quality, compliance and audience centric planning.
- To ensure that we are supporter focused in everything we do, always willing to go the extra mile to ensure that they feel valued and recognised and are therefore more likely to want to continue to support us.
- To assist in the development and management of other mass participation products and projects as they emerge.

Key tasks and duties

Marketing

- Support with the yearlong marketing campaign planning process, ensuring that we have well thought through campaign plans in place in good time for campaign launch.
- Executing aspects of the Afternoon Tea and Wear it Pink marketing campaigns – managing and coordinating with agencies and internal teams as necessary, ensuring our marketing is personal, enabling us to maximise response to every campaign.
- Delivering engaging content and visual assets for all marketing channels in line with our brand guidelines.
- Delivering marketing activity across online and offline channels - including but not exclusively – paid social, search, display, email, radio, direct marketing, print and telemarketing.
- Responsible for data quality and optimisation within the campaign - focussing on ensuring selection and data are accurate and volumes are maximised.
- Briefing internal teams within SLA's to ensure seamless campaign delivery and strong internal working relationships.
- Thinking creatively and big picture at all times, to ensure we're able to capitalise on all opportunities.
- Developing timing plans for all marketing activity, ensuring we have a record of exactly what we did and when we did for future planning and evaluations.
- Delivering campaigns within or under budget at all times.
- Coordinating evaluations from suppliers, ensuring we're learning and evolving our marketing year on year.
- To work with key internal stakeholders to implement campaign activity. This includes the digital team, PR team, brand, community fundraising, policy and campaigns, corporate, supporter engagement and the data team.
- Working with Power BI and our database to track and monitor marketing performance.

- Along with the mass participation marketing manager, be responsible for ensuring that all marketing activity is compliant, in line with regulation and operating within best practise guidelines.

Campaign delivery

- At particularly busy times in the campaign period, to support specific projects within campaigns as determined by the campaign managers to enable the successful and timely launch and execution of campaigns.
- Ensure all processes are working smoothly and are designed with the supporter first.
- Support the mass participation executives with the inboxes at critical times to ensure we're reaching the highest possible standards to maximise net income.
- To brief internal teams accurately and within SLAs to ensure good internal working relationships.
- Remain flexible and willing to help out with campaign tasks as they come up.
- To support the mass participation executives with team finance management, particularly at year end.
- Project Management (outside of Wear it Pink and Afternoon Tea).
- To manage the co-ordination and planning of other projects within the mass participation team as and when assigned. This will be a mixture of internal and supporter facing work.

General responsibilities

- To keep abreast of all legislation and regulatory change.
- Build relationships across fundraising and the wider organisation, working collaboratively and constructively with other colleagues towards wider organisational goals.
- Be an ambassador at events, supporting the delivery of Breast Cancer Now's vision and ensuring that the charities profile and reputation are enhanced.
- Actively participate in meetings and effectively lead meetings to achieve objectives.
- Ensure project documents are complete, current, and up to date
- 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 in a similar marketing role with an excellent track record of surpassing targets	x	x
Experience of developing and managing campaigns to agreed objectives and targets	x	x
Experience of recruiting supporters in the tens of thousands on to events	x	x
Experience of working with a range of third parties and agencies to support the creation and delivery of mass marketing campaigns, monitoring their outputs against KPIs	x	x
Experience of meeting challenging acquisition targets, with proven success	x	x
Experience of building segmentation models and complex communication plans to inspire support and enable accurate reporting		x
Experience of managing marketing campaigns	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Good relationship building skills		x
Excellent project management skills and demonstrable ability to work to tight deadlines	x	x
Excellent communications skills, both verbally and in writing including ability to write and present briefs, reports and campaigns		x
Positive demeanour and leadership skills		x
Take a flexible and collaborative approach to managing a wide and varied workload, prioritising and delegating accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines	x	x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Knowledge of direct and digital marketing techniques	x	x
An understanding of the mass participation market		x

Role information

Key internal working relationships

You'll work closely with the following:

- Head of mass participation
- Wider mass participation team
- Supporter operations teams (data, supporter care and compliance)
- Digital team
- Brand team
- Wider organisation

Key external working relationships

You'll work closely with the following:

- Agencies and suppliers
- A broad range of supporters, including people with breast cancer and their families who are actively engaged in our fundraising
- 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)
Hours of work	35 per week, Monday to Friday
Contract type	12 month fixed term contract
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 February 2025

Find out more about us at
breastcancer.org

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