

Senior special events officer



Directorate

Fundraising, Communications and Engagement

Team

Philanthropy and special events

Reporting manager

Senior special events 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 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.

Find out more about us at
breastcancernow.org



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

The special events team plays a key role within the Philanthropy & special events team at Breast Cancer Now. This team manages a programme of high-end events each year to raise funds and awareness to support the work of Breast Cancer Now. The special events team are responsible for working with colleagues across the charity to create a programme of cultivation & stewardship events to engage and inspire supporters, such as The Show by Breast Cancer Now and our annual Christmas Carols.

The role will be responsible for multiple aspects of events, including working closely with the Social and Digital teams to promote events and the Brand and Communications team to produce high quality collateral for events. You will be responsible for multiple aspects of events, for example being the lead relationship holder with all models taking part in The Show, recruiting event volunteers and creating marketing and social plans for our events.

You will support the Senior special events manager on all events within the portfolio, providing project management, logistics and administrative support to deliver high value special events, manage key relationships and maximise fundraising income.

This position requires a passionate and efficient individual with experience of working on high profile events and experience of cross-team working and strong communication. You will also need to demonstrate the ability to work on specific areas with minimal supervision and relying on your own experience and initiative. You will have strong organisational abilities and relationship-building skills, including necessary emotional intelligence to work closely with people directly affected by breast cancer. Experience of working with high-profile committees and supporters is desired.

Key tasks and duties

- Work with the senior special events manager to deliver an increased portfolio of fundraising, stewardship and cultivation events providing project management, logistics and administrative support to ensure timely progress and successful event delivery.

- Ownership of key event aspects to maximise event opportunities. For example, being responsible for planning and delivery of all digital marketing, social media and creative content, supported by colleagues in Social, Digital, PR, Data and Brand.
- Lead relationship manager for all models participating in The Show, ensuring strong communication and logistics planning to enhance the model experience.
- Lead on event volunteer recruitment, with the support of the Volunteering team. Provide a thorough briefing for them, both written and in person, and act as their main contact during an event, ensuring they have a positive volunteering experience.
- Ownership of planning and delivery of events, including Christmas Carols, research dinners and stewardship events, with the support of the senior special events manager.
- Work collaboratively with colleagues across Breast Cancer Now particularly in the PR, Finance, Digital, Volunteering and Brand teams to prepare and deliver special events.
- Build relationships with the members of Breast Cancer Now's Special Events Committees/ Senior volunteers, ensuring we retain and maximise all the ways they can help as key influencers for the charity.
- Manage suppliers working on the events to ensure delivery on time, on budget and with agreed outputs.
- Monitor income and expenditure ensuring each event tracks against budget, including accurate forecasting, invoicing and processing payments.
- Ensure that appropriate and compliant risk assessment, health and safety procedures, protocols and policies are implemented for all special events.
- Maintain efficient data and administrative processes for special events, including income tracking and guestlist management on the database.
- Work outside of normal working hours as necessary, for example to represent Breast Cancer Now throughout the UK, attending evening or weekend events/meetings/conferences throughout the annual programme of activity.
- 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.
- 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 within an events team, demonstrating experience in planning and running successful high-quality events from start to finish, preferably within the charity sector	x	x
Experience of leading on key elements for a range of events, for example event marketing, event logistics or guest communication	x	x
Experience of working with a committee of senior and influential individuals, leading them on specific elements of an event	x	x
Experience of working with event volunteers, ensuring they are briefed ahead of the event and have a positive volunteering experience	x	
Experience of monitoring an event budget, including accurate tracking of event income and expenditure	x	
Experience of representing an events team at internal meetings and working as key liaison with other internal teams	x	x
Experience of supplier research and managing supplier relationships in a professional and cost-effective way	x	
Demonstrable experience of implementing successful marketing strategies for events, including social media, with experience of scheduling mass email communications and planning or drafting copy/content	x	x
Proven experience of project-management and the ability to manage a demanding and unpredictable workload, with the ability of working on own initiative with minimal supervision	x	x

It's desirable for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience of working in the charity/voluntary sector	x	
Experience of using a CRM database.	x	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Strong organisational, project and time management skills with the ability to use own initiative, prioritise and demonstrate a problem-solving approach	x	x
Excellent relationship management skills, with both external and internal stakeholders, showing excellent interpersonal and networking skills, with the ability to comfortably represent the charity to high profile donors	x	x
Ability to work under pressure, keeping calm and thinking clearly	x	x
Ability to work collaboratively across departmental boundaries to achieve shared organisational goals	x	
Demonstrate ability to work as part of a team and independently	x	
Excellent attention to detail and written communication, with the ability to tailor communications appropriately to target audiences.	x	x

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

	Method of assessment	
	Shortlist	Interview
Demonstrate emotional intelligence when working with people directly affected by breast cancer	X	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Good working knowledge of IT systems and packages including Windows and Microsoft Office (in particular Word, Excel and Outlook)	x	x
An understanding of Health and Safety and risk assessment criteria for special events in the UK	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 trends in special events, with the ability to take advantage of these	x	

Role information

Key internal working relationships

You'll work closely with the following:

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

Key external working relationships

You'll work closely with the following:

- Event committee members
- Event suppliers
- Event volunteers
- Event participants and people affected by breast cancer e.g. Show models and event attendees
- Breast Cancer Now supporters at all levels

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