

Marketing and communications manager (partnerships and philanthropy)

Directorate

Fundraising, communications and engagement

Team

Brand, marketing and communications

Reporting manager

Head of brand marketing and planning

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

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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

This new role sits in the brand, marketing and communications team and is dedicated to supporting our high value fundraising teams (partnerships and philanthropy), with a specific focus on our flagship partnerships with Asda Tickled Pink and People's Postcode Lottery. You'll develop and execute powerful marketing and communication strategies that amplify our partnerships, extend our reach, grow our brand awareness, and create meaningful engagement with key audiences.

About Asda

Tickled Pink is the partnership between Asda, Breast Cancer Now and CoppaFeel!. Together we're on a mission to make checking breasts and chests, part of a normal routine, because the earlier breast cancer is diagnosed the more successful treatment is likely to be. And with the help of customers, colleagues and suppliers, we're raising £100m in the process. There is an exciting and busy 2 years ahead planning our £100m milestone in 2025 and celebrating our 30th year in 2026. This role will be critical in planning and delivering these milestones and beyond, enabling us to achieve our ambitious partnership targets around breast checking, fundraising and signposting to Breast Cancer Now support services, all whilst shouting about this brilliant award-winning partnership.

About People's Postcode Lottery

Players of People's Postcode Lottery (through the Postcode Care Trust) have supported Breast Cancer Now since 2018. Demonstrating the impact of their players' funding and why their continued support helps us achieve our vision, is vital to this relationship. This year, we are set to reach an incredible £15m raised by players, a landmark milestone that this role will be instrumental in planning and delivering communications for. Looking ahead, this role will set the foundations for an increased level of engagement with players of People's Postcode Lottery on an annual basis.

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Key tasks and duties

- Lead the development and delivery of a marketing and communications strategy for Asda Tickled Pink and our People's Postcode Lottery partnership. Ensure activity is aligned with Breast Cancer Now's marketing and communications annual plan.
- To collaborate with our in-house creative team and external partners, as well as internal stakeholders, to deliver a programme of marketing campaigns and communications across a range of owned, earned, shared and paid channels. This will include briefing creative, sourcing material, agreeing content, copy development, managing approvals process and proofing.
- Ensure measurements and KPIs are in place for all marketing and communications activity. Track, analyse and report on results and review performance to ensure learnings are used to inform future plans, as appropriate.
- Ensure your work aligns with Breast Cancer Now's brand, strategic goals and vision, working collaboratively to ensure integration and alignment.
- Work alongside the Asda partnership and the People's Postcode Lottery teams to deliver the marketing and communications strategy and programme. Attend partnership meetings, contributing ideas and taking ownership of tasks.
- Be the Breast Cancer Now brand champion in all areas of work with partners. Ensure work is appropriate, meets brand guidelines and is sensitive to people affected by breast cancer.
- Act as internal champion for Asda Tickled Pink and People's Postcode Lottery, looking for opportunities to collaborate and promote the partnerships.
- Keep an eye on trends and push reactive opportunities which support either the partnership KPIs, our charitable objectives and/or partner priorities.
- Ensure communications strategies remain relevant and fit for purpose, suggesting amends where appropriate.
- Participate in and support the brand marketing and planning wider plan and strategy. And where required, support the marketing and communications needs of the wider high value team.
- 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.

This role is also responsible for these key tasks and duties specific to each partnership:

Asda:

- Become an integral part of the Asda partnership team.
- Work alongside key partnership, marketing and communications colleagues at Breast Cancer Now, Asda and CoppaFeel! in planning and delivery of the marketing and communications strategy.
- Establish new ways of working internally and with Asda and CoppaFeel! to support efficient delivery of the marketing and communications strategy.
- Become an expert in the Tickled Pink brand.
- Responsible for signing off all Asda Tickled Pink marketing materials used for the partnership, most notably for Asda store POS and supplier product packaging for Breast Cancer Awareness Month.
- Generate content ideas in collaboration with our in-house creative teams to produce social media and website content. As well as briefing our creative teams, you may also be required to create social media content in Asda stores yourself from time to time.

People's Postcode Lottery

- Become an integral part of the People's Postcode Lottery team.
- Work alongside key philanthropy, marketing and communications colleagues at Breast Cancer Now and People's Postcode Lottery in planning and delivery of the marketing and communications strategy.
- Work with the People's Postcode Lottery communications team to help fulfil requests made by People's Postcode Lottery for creation of content on their channels and paid third party opportunities.
- Become an expert in the People's Postcode Lottery and Postcode Care Trust brands.

Person specification

Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
Experience of developing, delivering and evaluating high profile integrated marketing and communication campaign strategies, at a local and national level.	x	x
Project management experience to deliver multi-channel campaigns, for example, print, social media, press and PR.	x	x
Experience of managing and working beside stakeholders including creative teams, to support the creation and delivery of campaigns.	x	x
Experience of tailoring messages, developing compelling narratives and finding innovative and creative marketing techniques to reach target audiences.	x	x
Solid experience of working with brand principles and application of these in a marketing and communications role.	x	x
Experience of building and managing complex client relationships.	x	x
Experience of measuring and evaluating multi-channel campaigns and reporting back learnings and recommendations to key stakeholders.	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience of working with corporate partnerships and donors in a charitable setting	x	x
Experience of capturing content for social media.		x
Experience of patient involvement in campaign planning and production.		x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Strong written and verbal communications skills, with excellent attention to detail.	x	x
Excellent interpersonal skills with the ability to communicate and negotiate with a wide range of people at all levels, internally and externally.	x	x
Ability to work flexibly and manage competing priorities in a fast-paced environment, working proactively and taking responsibility for own area of work.	x	x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Good knowledge of audience insight principles, including how to gather insight to improve impact and effectiveness of communications.	x	
Good understanding of how to evaluate comms and marketing campaigns.	x	x

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

	Method of assessment	
	Shortlist	Interview
A basic understanding of content creation for social media e.g. video production.	x	

Role information

Key internal working relationships

You'll work closely with the following:

- Brand, marketing and communications teams
- Asda partnership team, including: head of Asda partnership, Asda partnership manager and Asda partnership officer
- Philanthropy team, including: head of trusts and statutory fundraising
- Digital team
- Press, PR and celebrity team

Key external working relationships

You'll work closely with the following:

- Asda Tickled Pink partnership team
- Teams across Asda relevant to different comms channels and business areas
- CoppaFeel! partnership team and marketing team
- People's Postcode Lottery team

General information

Role location and our hybrid working model	<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>
Induction	<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 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.</p>
Hours of work	<p>35 per week, Monday to Friday</p>

Contract type	<p>Fixed term – 2 years</p>
Medical research	<p>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.</p>
Conflict of interests	<p>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.</p>
Immigration, Asylum and Nationality Act 2006	<p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>
Our commitment to equity, diversity and inclusion	<p>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.</p>

Find out more about us at
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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 April 2025

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