

Community & events marketing manager

Directorate

Fundraising, communications & engagement

Team

Community & events

Reporting manager

Senior marketing manager

Direct reports

Community & events marketing 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 work with the senior marketing manager and product managers to develop a long-term marketing strategy for the community and events fundraising products that grow and evolve year on year. This includes the marketing for our flagship fundraising event Pink Ribbon Walk and new campaigns such as Night in the Wild as well as longstanding third party events such as the London Marathon and Great North Run. The role will also work on the marketing of our community fundraising activity including DIY fundraising and in-memory giving.
- To deliver elements of these plans based on scale and expertise, with remaining responsibility for delivery sitting with the community & events marketing officer
- To line manage the community & events marketing officer, and work with the senior marketing manager to deliver the highest standard of work that is focused on: quality, compliance, audience centric planning
- To assist in the development and management of other fundraising products as they emerge
- 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

Key tasks and duties

Strategy and planning

- Lead on the planning of engaging and elements of the execution of the marketing campaigns developing an effective cross-channel marketing campaigns across the community & events portfolio to recruit new participants and re-engage existing supporters,
- Working closely with event and product owners to develop marketing plans to meet and exceed participant recruitment targets. Ensure that they are built to maximise response and supporter engagement above and beyond anything else
- Lead on the planning and elements of the execution of warm marketing campaigns – developing an integrated and multi-channel marketing campaign that is going to inspire support from those people who have taken an action for us in the past
- Report, capture, analyse and share campaign results with colleagues and relevant teams across the charity, ensuring learnings are applied to future campaigns which are optimised accordingly.
- Alongside the Senior Marketing Manager and Community & Events Marketing Officer, ensure all activity is well planned and project managed, schedules are in place, and both internal and external stakeholders are well briefed in a timely fashion.
- Stay abreast of sector-wide activity, best practice and emerging trends which could impact the performance of marketing activity, making recommendations and reporting as required.

Marketing and campaign expertise

- Horizon scanning and exploring new marketing opportunities, to be aware of the marketing climate, trends and up and coming techniques/technologies
- To proactively identify opportunities and challenges, bringing ideas and solutions to share with your team, product owners and internal stakeholders, and helping to foster a test and learn culture.
- Delivering marketing activity across all channels – including but not exclusively – offline channels, online including paid social, search and display, email, out of home, direct marketing, earned, and all other responsive formats
- Building the best possible warm segmentation that will enable us to effectively and accurately inspire existing supporters to join us – building on and recognising our supporters incredible past support
- Responsible for data quality and optimisation within the campaign – focussing on ensuring selections and data are accurate and volumes are maximised
- Writing data briefs (where necessary) and working with the data team to build

processes and systems to record activity and track marketing channel performance within the database

- Responsible for ensuring that all marketing activity is compliant, in line with regulation and operating within best practise guidelines

Relationship management

- Managing relationships with external agencies to deliver our marketing plans - ensuring that services are delivered on budget, on time (including cost negotiation) and performance adheres to agreed KPIs and activity
- Build strong and collaborative relationships with internal teams including brand, digital, data and compliance, helping to ensure work is planned, prioritised and well supported.
- Ensure that the marketing team is working to SLA's and building the best possible relationships with internal teams
- Working with senior marketing manager, be responsible for ensuring we have up to date contracts with marketing suppliers
- Lead and participate in marketing review meetings with the agencies, digital teams and the wider community & events teams, making recommendations about marketing optimisation, sharing details of performance and actioning agreed next steps on campaign approach, creative, channel optimisation and budget reallocation
- Provide marketing consultancy and support to product and event owners managing their own campaigns and activity, sharing knowledge and best practice
- Help to manage and optimise ways of working to ensure the community & events marketing team is working effectively with product and event owners.
- Work collaboratively with senior managers and the community and events marketing team to ensure a joined-up approach to campaigns across community and events. Help to develop and optimise ways of working with product owners

Budget management

- To have an excellent understanding of the community & events marketing budget, ensuring activity is delivered to time and budget, tracking spend throughout the year, and contributing to annual budgets and reforecasting
- Work with senior marketing manager and senior product managers across community and events to roll out the budget across the team, ensuring a clear understanding of allocated spend and expected ROI
- To maintain detailed records of performance and trends, reporting on this regularly to community and events leadership team and senior managers.

Line Management

- To line manage the community & events marketing officer
- Ensuring that person has clear objectives
- Signing off work by the marketing officer, ensuring that the work of the marketing team meets team standards and confirmed to the principles within which we operate
- Overseeing work and providing learning opportunities where possible

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 participating 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
Previous marketing experience, including the development and delivery of cross channel and integrated direct response campaigns to budget	x	x
Demonstrable experience in offline and online marketing, including paid media, paid digital and email	x	x
Demonstrable experience in using data to optimise and improve campaign performance	x	x
Demonstrable experience in developing strong creative concepts and campaign assets	x	x
Strong direct experience of developing and managing the marketing campaigns to agreed objectives and targets	x	x
Strong project management experience of working with and actively managing a range of internal teams and agencies to support the creation and delivery of marketing campaigns, monitoring their outputs against KPIs	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience working within marketing in charity sector	x	x
Line management experience	x	x
Experience using databases with an understanding of data and reporting	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
A strong eye for creative including the ability to both develop and review copy and campaign assets. Excellent attention to detail, ensuring all materials are accurate and fully proofed	x	x
A proactive, agile and solution-focused approach to your work	x	x
An excellent collaborator with the ability to build strong working relationships	x	x
Positive demeanour and strong leadership skills	x	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
Excellent communications skills, both verbally and in writing including ability to write and present briefs, reports and campaigns	x	x
A high level of drive and ambition, both personally and for the organisation and a commitment to your own professional development	x	x
Excellent project management skills and demonstrable ability to work to tight deadlines	x	x

Role information

Key internal working relationships

You'll work closely with the following:

- Senior marketing manager
- Marketing officer
- Wider community & events team
- Brand
- Other marketing teams
- Digital engagement
- Digital products
- Compliance
- Data

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	<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>6th Floor, 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 your 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>Permanent</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>

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

Find out more about us at
breastcancer.org

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