

Direct marketing officer, direct debits and cash

Directorate

Fundraising, communications and engagement

Team

Individual giving

Reporting manager

Senior manager, direct debits and cash

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 help manage a programme of direct marketing fundraising campaigns in order to increase unrestricted net voluntary income - developing and retaining regular giving and individual cash donors and developing engagement activities to build income over time.
- To be responsible for delivering agreed activity through a range of communication channels such as face-to-face, direct mail, digital, telemarketing, email and any other relevant channels.

Key tasks and duties

Campaign management

- Manage ongoing relationships with face-to-face agency partners, delivering regular giving recruitment through the channel, in line with budget KPIs.
- Plan, deliver and manage direct marketing campaigns to raise cash income and build relationships with supporters through a variety of channels, to schedule and budget.
- Manage direct marketing campaigns including briefing agencies, sourcing material, managing data selections, appraising creative copy and artwork, managing the approval and production process, proofing, setting up and monitoring campaign fulfilment.
- To be accountable for operating against agreed schedules and processes, liaising with internal and external customers and suppliers as agreed. Ensure suppliers are briefed and identify and monitor the support required throughout the campaign period.

Results and budget management

- Produce regular reporting on face-to-face acquisition with a particular focus on attrition analysis.
- To take accountability for ensuring that assigned Direct Marketing campaigns are managed against agreed expenditure levels.
- Report on results of individual cash campaigns, including segment analysis and recommendations for future campaigns.

- Commission analysis internally to get to know cash supporters to be better able to recruit and develop them.

Agency management

- Manage day-to-day relationships with face-to-face agency partners, ensuring that they deliver the best possible service, meeting campaign KPIs.
- Brief and manage internal and external suppliers, acting as point of contact for day-to-day queries and results management.
- To demonstrate best practice in working with key internal and external suppliers to ensure maximum efficiency and campaign effectiveness.

Communications

- Use key messages, stories and examples that inspire and explain our work to a public audience in order that they actively respond to the marketing.

Legal/risk

- Develop and maintain accurate, up-to-date and organised records for all supporters and prospects using organisational databases. Ensure all supporter information is managed and stored in line with Data Protection regulations and compliance team guidelines.
- Represent the charity within relevant consortia and compliance bodies such as The Fundraising Regulator.
- Participate in and support Individual Giving wider plan and strategy through team meetings and project work.
- Build and retain a network of contacts across the charitable and commercial sector to keep abreast of developments and adopt new practices, that may impact on or serve as an opportunity for the charity.
- Represent the charity at events and enhance our profile and reputation with willingness to work some anti-social hours.
- 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
Project managing marketing or fundraising campaigns experience, across a range of channels such as direct mail, email, digital and telemarketing	x	
Experience of working with external suppliers to deliver campaigns	x	
Experience of managing a varied workload to tight deadlines	x	
Experience of producing and monitoring budgets	x	
Experience of reporting and analysing results of campaigns	x	

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

	Method of assessment	
	Shortlist	Interview
Experience of working in a direct marketing fundraising environment		x
Experience of line managing or supervising team members		x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent written, spoken and negotiation skills	x	
Highly numerate, excellent IT skills including Excel	x	x
Ability to effectively manage external agencies and suppliers		x
Ability to deliver engaging presentation to a variety of audiences (internal and external)		x
Highly organised, strong attention to detail		x
Take a flexible approach to managing a wide and varied workload, prioritising accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines	x	

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

	Method of assessment	
	Shortlist	Interview
Be actively engaged in the market place and aware of developments in the sector		x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Working knowledge of relationship management databases and reporting tools		x

Role information

Key internal working relationships

You'll work closely with the following:

- Senior direct marketing manager, direct debits and cash
- Head of individual giving
- Wider cash and direct debits team
- Supporter operations teams (data and insight, supporter care and compliance)
- Communication and engagement team
- Wider organisation

Key external working relationships

You'll work closely with the following:

- Agencies and suppliers
- A broad range of supporters, including women with breast cancer and their families who are actively engaged in our promotional activity for 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)
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 March 2025

Find out more about us at
breastcancer.org

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CANCER
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support charity