

# Senior media and PR manager – fundraising and brand

**Directorate**  
Engagement

**Team**  
Media and PR

**Reporting manager**  
Associate director of media and PR

**Direct reports**  
2 senior media and pr officers – fundraising and brand

## 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 Engagement directorate has responsibility for growing awareness, understanding, trust and engagement with Breast Cancer Now, to inspire people to get support and give support. It is responsible for the £47m annually we raise today and for the growth to £69m we want to raise annually by 2029/30, including a further £50m from a major Campaign.

From partners, to philanthropists, from people who give individually, through events or through their community, we create engaging and effective routes and communications for our key audiences to give their time, money and voice.

The directorate puts relationships at its heart, using data and insight to shape and drive brilliant relationships and experiences, ensuring people who support Breast Cancer Now – in whichever way they support, or are supported – feel connected, and inspired to give their time, money and voice to make change for people affected by breast cancer now and for the future.

Find out more about us at  
[breastcancernow.org](https://breastcancernow.org)

In the 2025-30 strategic period, the directorate will play a critical role in supporting the organisation to deliver the impact we need and want to have for people affected by breast cancer.

To do this we will:

- Raise awareness of Breast Cancer Now through aligning our paid brand marketing, and our owned, shared, and earned channels to amplify our brand and to shout louder with one voice. We will use creative and innovative routes to do this. Our fundraising will provide a key route to grow awareness, through our products, events and through our supporters in the community who advocate and champion Breast Cancer Now.
- Develop and deliver brilliant fundraising products, events, campaigns that reach and inspire our key audiences to engage and to continue to engage. We will launch a major Campaign to raise £50m to accelerate our progress to 2050 through focusing on the challenge of dormancy and secondary breast cancer. We will use this as a route to create philanthropic and partnership fundraising as a long term, sustainable income stream for the future.
- Lead the development of our digital ecosystem, aligning our platforms and products behind our brand and developing our support offer, and engagement opportunities, to reach more people in ways that meet their needs in an accessible way. We will support the organisational learning, understanding and confidence in digital routes, channels and new technology to deliver our strategy.
- Nurture great relationships with partners and suppliers to create aligned priorities, shared purpose and targets to deliver our best work for people affected by breast cancer. Through being curious about the external environment and prioritising learning, we will develop, evolve and innovate to support our growth now and for the future.
- Grow and develop our teams, collaborating, challenging and inspiring each other to develop an inclusive, safe and high performing team.

## Job purpose

To lead all media and PR activity around Breast Cancer Now's fundraising and brand marketing work.

The role holder is responsible for developing and leading implementation of annual media plans for these areas of work, ensuring tight alignment to the charity's strategic ambitions and integrated and consistent communications across channels for greatest impact.

For fundraising, this will entail developing and leading delivery of an ambitious media and PR plan that positions us as the 'charity of choice', raising awareness, engagement and support among actual and potential supporters across our fundraising activity, from our wide range of fundraising challenge events and flagship campaigns, to driving excellent results for corporate partnerships around shared values and targets in a way that makes us an aspirational charity to partner with.

As a charity working to significantly raise our brand profile, the role holder will be the lead media and PR contact for the brand marketing team, working closely with them and our brand marketing agency to provide counsel and support the shaping of media and PR activity that best amplifies the charity's brand marketing activity across the year, ensuring relevant team members are brought in where appropriate.

Critical to success will be building excellent working relationships with internal and external contacts at all levels. This includes providing counsel and briefings to senior management staff, working closely with counterparts at our agencies and with people affected by breast cancer who support our work.

Along with the other senior media and PR managers, the role holder will play a key part in supporting the AD of media and PR with the day-to-day leadership of the wider media and PR team and its work, from identifying and seizing key reactive media opportunities to introducing and ensuring effective implementation of processes that enable the team to work most effectively and achieve greatest impact. With the other senior media & PR managers they will share responsibility for attending senior level meetings.

## Key tasks and duties

- With the other senior media and PR managers, lead in proactively monitoring the external news agenda from the start and throughout the day, identifying and sharing and agreeing with the associate director, media and PR the opportunities the team will prioritise to further cement Breast Cancer Now's position as the 'go to' breast cancer organisation.
- On rotation with other senior media and PR managers lead weekly team meeting, and attend meetings set up for 'heads of' level staff, relaying timely updates to the associate director, media and PR and the wider team.
- With the associate director, media and PR and senior media and PR managers identify opportunities to evolve working processes for the media and PR team and share responsibility for taking ownership of actioning these in a way that best enables the team to deliver on goals (e.g. out-of-hours press rota, timely

meetings/updates, rotation of senior media and PR manager representation at meetings etc).

- Provide final sign off on behalf of for national, regional, local and trade media content where Breast Cancer Now's standard messaging is used – for any content that deviates from this or has potential sensitivities/reputational implications for Breast Cancer Now, final sign off must be sought from the associate Director, media and PR. All large-scale national proactive media stories issued by Breast Cancer Now must be signed off by the associate director, media and PR. Deputise for the associate director, media and PR for specific aspects of their role when required in their absence (e.g. liaising closely with director of brand marketing and communications and representing the associate director, media and PR at senior level meetings).
- Line manage two senior media and PR officers – fundraising and brand.
- Lead the development and delivery of the charity's annual fundraising media and PR plan to raise awareness of key fundraising and corporate partner activities, driving income and support and positioning the charity as a partner of choice.
- Develop integrated communications plans including for key fundraising activities and corporate partners working closely with other teams including digital and data, public fundraising and marketing and brand, marketing and communications teams.
- Work closely with the brand marketing team and external agencies, leading on developing strategic profile-building PR activity for brand marketing campaigns, including our 'fameshot' moments.
- Deputise for the associate director of media & PR for specific aspects of their role when required in their absence (e.g. liaising closely with director or brand and marketing communications and representing the associate director of media and PR at senior level meetings).
- Create and oversee the production of compelling content (e.g. press releases, statements, pitches) that engage target audiences with Breast Cancer Now.
- Keep the associate director, media and PR informed of developments, issues, or potential/actual areas of risk, and support management of crisis plans/activities as required.
- Develop and nurture a network of strong, trusted relationships with national journalists, editors and producers, maintaining the charity's status as the 'go-to' press office on breast cancer.
- Drive the use and performance of media monitoring tools, using them to shape and define KPIs to measure and enhance performance and for evaluating team success in delivering against objectives.
- Build and maintain effective working relationships with internal teams including across public fundraising and marketing, high value partnerships, clinical, ambassadors, talent and case studies, digital and data, and brand and marketing.
- Provide counsel to internal and external stakeholders across high-profile partnerships and fundraising events.

- Manage expectations of internal and external stakeholders by setting ambitious and clear objectives, targets and service levels for partnerships that best deliver on goals of both parties.
- Work collaboratively with the associate director, media and PR to devise and deliver media training for staff at all levels, provide spokespeople briefings and ongoing counsel for staff including senior management and CEO.
- Work closely with the associate director, media and PR and senior media and PR managers to ensure optimum performance and delivery on team objectives.
- Contribute to the 24/7 Press Office function, leading on fundraising and brand activity, to ensure the charity is the first port of call for breast cancer news.
- 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
Of supporting the development of impactful new business pitches and proposals	x	x
An astute sense as to when media content could lead to sensitivities or reputation issues and sound judgement as to when it is appropriate to escalate	x	x
Of reputational/issue management across traditional and social media channels	x	x
Demonstrable experience of working with external agencies	x	x
Demonstrable experience of developing, implementing, and evaluating successful high-profile media relations plans to promote fundraising activities	x	x
Demonstrable experience of working closely with colleagues across owned, earned, shared and paid channels to alignment and consistency across external communications	x	x
Demonstrable experience of building long-term relationships with national journalists, and strong existing relationships with journalists at relevant media outlets	x	
A strong news sense and significant experience in proactively identifying strategically aligned reactive opportunities presented by the external news agenda and responding to these with pace to secure impactful media profile and share of voice	x	x

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent team working skills, including in sharing leadership responsibilities, as well as ability to work effectively independently	x	
Exceptional written and verbal communication skills, developing accurate, credible and impactful communications	x	x
Excellent planning and organisational skills, with the ability to prioritise multiple and complex projects, handle conflicting demands and tight deadlines, working effectively under pressure	x	x
Excellent proofing and editing skills to tight deadlines	x	
Excellent interpersonal, networking and relationship building skills, with contacts internally and externally at all levels	x	x
Excellent leadership skills and ability to provide effective support to junior members across the team	x	x
Strong negotiation and diplomacy skills and the ability to build trusted and influential working relationships at all levels	x	x
Ability to build strong networks of peers across the media industry to identify and develop new collaborations to bring opportunities to the charity	x	x
Ability to work calmly and effectively under pressure, juggling multiple projects	x	x
Proven ability to quickly grasp complex information, distil it into lay-friendly communications and create newsworthy stories	x	x
Proven ability to apply discretion in the handling of sensitive material and confidential information	x	
A strong and honed news sense, with demonstrable ability to identify and develop strong health news stories that engage target audiences and outlets including national scale media coverage		x
Confident and effective in briefing senior level staff, including CEO, on high-profile media opportunities and in working with CEO office.	x	x
A proactive self-starter, as well as a collaborative, enthusiastic team player who can think creatively		x

Passion for PR, media, brand marketing and communications, fundraising and corporate partnerships, and a commitment to Breast Cancer Now's strategic priorities	x	
Proven understanding and effective use of the interrelationship between traditional and social media	x	
An appreciation of issues facing people affected by breast cancer, and the needs of journalists	x	x
An understanding of the implications of equal opportunities for the role of communications professionals	x	
A flexible approach with a willingness to work outside of core hours/away from home as required	x	
A track record of success in delivering consistent national and regional media coverage to grow brand awareness, trust and support in a crowded market	x	x



# Role information

## Key internal working relationships

You'll work with all departments and directorates as required, but particularly closely with:

- Public fundraising and marketing
- High-value partnerships
- Philanthropy
- Individual giving
- Brand marketing and communications
- Digital and social media
- Nursing and health information
- Ambassador, talent and case study team
- Insight, strategy and innovation

## Key external working relationships

You'll work with the following:

- Journalists and producers
- Corporate partners, donors, supporters and fundraisers
- External brand marketing and PR agencies
- Media monitoring and licensing agencies
- Charity partners
- Celebrities, ambassadors and case studies

## General information

<b>Role location and our hybrid working model</b>	<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>6<sup>th</sup> Floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)</p>
<b>Induction</b>	<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>
<b>Hours of work</b>	<p>35 per week, Monday to Friday</p>
<b>Contract type</b>	<p>Permanent</p>
<b>Medical research</b>	<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>
<b>Conflict of interests</b>	<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>
<b>Immigration, Asylum and Nationality Act 2006</b>	<p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>
<b>Our commitment to equity, diversity and inclusion</b>	<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 July 2025

Find out more about us at  
**[breastcancernow.org](https://breastcancernow.org)**

**BREAST  
CANCER  
NOW** The research &  
support charity