

# Senior direct marketing officer (direct debits and cash)



**Directorate**  
Engagement

**Team**  
Individual giving

**Reporting manager**  
Senior direct marketing manager (direct debits & cash)

**Direct reports**  
Direct marketing executive (direct debits & 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 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.

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 help plan, develop and implement 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
- With support of senior manager, to line manage the direct marketing executive, to support their personal development, helping to set and achieve their objectives

## Key tasks and duties

### **Campaign management:**

- To work with suppliers and internal teams to develop and test new DD acquisition propositions and products in digital, with a view to rolling out in broadcast channels and diversifying our acquisition portfolio.
- Plan, deliver and manage DRTV activity, working with supplier partners to continually optimise the channel and maximise regular giving supporter recruitment.
- Plan, deliver and manage a programme of stewardship communications aimed at creating greater donor loyalty, reducing attrition and improving lifetime value of regular giving supporters.
- Support the direct marketing executive to 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:**

- Input into the annual budgets for the cash programme and report on them monthly, supporting on reforecasts throughout the year and monthly management accounts processes.
- Ongoing analysis of cash donor programme to identify ways to better engage the supporter base and improve response. Also identify potential new test audiences with a view to growing the cash donor file.
- Responsible for budgeting of payroll giving income and expenditure, reporting monthly and inputting into reforecasts and management accounts processes.

### **Agency management:**

- Brief and manage internal and external suppliers, acting as point of contact for day-to-day queries and results management of owned campaigns.
- Where needed, support the team to deliver charity training for face-to-face fundraisers.
- Where needed, support the officers in managing day-to-day relationships with face-to-face agency partners, ensuring that they deliver the best possible service, meeting campaign KPIs.
- To demonstrate best practice in working with key internal and external suppliers to ensure maximum efficiency and campaign effectiveness.

**Strategy:**

- To take ownership of the cash development journey and develop, map and monitor a plan to improve overall supporter lifetime value and engagement.
- Support the continuing development and implementation of the DD acquisition diversification strategy, with a focus on testing new propositions, optimising and scaling successful propositions into broadcast channels such as DRTV.
- With support of senior manager, develop and implement a supporter retention strategy, identifying short and long term goals for reducing supporter attrition and improving lifetime value.

**Line Management:**

- To line manage the direct marketing executive, supporting them to set and achieve their objectives and to hold regular 121 meetings to ensure they're supported and have the opportunities to develop their potential.

**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.

**Additional duties:**

- 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 that are within the scope and remit of the role and 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 project managing marketing or fundraising campaigns of significant scale, across a range of channels such as direct mail, email, digital and telemarketing	x	
Experience of working with external suppliers to deliver campaigns/projects	x	
Experience of managing a varied workload and meeting agreed deadlines		x
Experience of producing and monitoring campaign budgets	x	
Experience of working to significant budgets and KPIs	x	
Experience of reporting and analysing results of campaigns	x	
Experience of using campaign analysis to optimise campaigns performance	x	
Working knowledge of relationship management databases and reporting tools		x

It's also **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
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
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	
Ability to effectively manage external agencies and suppliers		x
Highly numerate, excellent IT skills including Excel		x
Highly organised, strong attention to detail		x
Excellent written, spoken and negotiation skills	x	
Be able to deliver engaging presentation to a variety of audiences (internal and external)		x

It's also **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

# Role information

## Key internal working relationships

You'll work closely with the following:

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

<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>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>	35 per week, Monday to Friday

<b>Contract type</b>	Permanent
<b>Medical research</b>	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.
<b>Conflict of interests</b>	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.
<b>Immigration, Asylum and Nationality Act 2006</b>	You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.
<b>Our commitment to equity, diversity and inclusion</b>	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 July 2025

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

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