

Direct marketing officer (lottery and raffles)



Directorate
Engagement

Team
Individual giving

Reporting manager
Senior direct marketing manager (lottery and raffle)

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's responsible for the £47m annually we raise today and for the growth to £69m we want to raise annually by 2029/2030, 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 2025-2030 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 1 voice. We'll 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'll 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'll 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'll 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'll 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 manage and review a programme of acquisition and retention direct marketing fundraising campaigns in order to increase income from our gaming activities (lottery and raffle)
- To be responsible for delivering agreed activity to achieve or exceed income targets through a range of communication channels, including door to door, private sites, direct mail, telemarketing, email, paid social, internal communications, and any other relevant channel.

Key tasks and duties

Campaign management:

- Plan, deliver and manage direct marketing campaigns to recruit, develop and build relationships with gaming supporters through a variety of channels to schedule and budget.
- Management of direct marketing 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:

- To take accountability for ensuring that assigned direct marketing campaigns are managed against agreed expenditure levels.
- To track, analyse and report on results from assigned direct marketing campaigns, ensuring we're meeting our KPIs.
- Review and evaluate direct marketing campaigns and ensure information is used to inform future plans as appropriate.

Agency management:

- 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.
- Train and inspire fundraisers in external agencies, communicating the full range of the work of Breast Cancer Now to them.

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
Experience working in a fundraising environment	x	x
Experience of managing a varied workload to tight deadlines	x	x
Experience of working with external suppliers	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience of working in direct marketing and/or individual giving	x	x
Experience of working on charity gaming activity (lottery and raffle)	x	x
Experience of managing external face-to-face fundraising agencies and campaigns	x	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 accurately monitor and report on campaign performance	x	x
Effectively liaise with external fundraising agencies and suppliers	x	x

Demonstrate good ability to deliver projects on time	x	x
Highly numerate, excellent IT skills including Excel	x	x
Highly organised, strong attention to detail	x	x
Excellent written, spoken and negotiation skills		x

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

	Method of assessment	
	Shortlist	Interview
Be able to deliver engaging presentations to a variety of audiences (internal and external)		x
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
Awareness of face-to-face fundraising regulations and codes of practice		x

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

	Method of assessment	
	Shortlist	Interview
Awareness of gambling policies and regulations which apply to charity gaming activity		x
Awareness of GDPR and how it applies to our direct marketing activity		x

Role information

Key internal working relationships

You'll work closely with the following:

- Lottery and raffles team (direct marketing executive, direct marketing officer, and senior direct marketing manager)
- Wider individual giving team (cash & DD Team, legacy and supporter journeys team)
- Supporter care team
- Data team
- Digital team
- Brand and comms team

Key external working relationships

You'll work closely with the following:

- Face-to-face fundraising agencies
- Telemarketing agencies
- Raffle fulfilment agency
- External lottery management agency

General information

Role location and our hybrid working model	<p>This role is based in either our London or Sheffield 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> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday to Thursday)</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>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

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 and for example, 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

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