

# Head of supporter care and compliance

**Directorate**  
Engagement

**Team**  
Public fundraising and marketing

**Reporting manager**  
Director of public fundraising

**Direct reports**  
Fundraising compliance manager  
Income processing manager  
Supporter care manager

## 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

#### The four new director roles and teams

The engagement directorate, will be led by the chief of engagement with a leadership team of 4 directors of the following areas:

- Brand, marketing and communications
- Public fundraising and marketing
- High value partnerships and campaign
- Digital and data

#### **Job purpose**

To lead the supporter care and compliance team and will underpin the work of everything the wider public fundraising and marketing team delivers, as well as the wider engagement directorate as a whole.

The team consists of 13, with 3 direct reports. The team is split into 3 sub teams: fundraising compliance, supporter care and income processing.

The team will execute exceptional response handling and supporter care, responding to complaints and supporter queries within a timely fashion. This role will work closely with the head of performance insight and supporter experience to deliver first class supporter experience and lead our annual organisation wide Thankathon. The role will ensure that all fundraising income is processed, thanked and banked in a timely and accurate manner, this includes both in house processing and managing our agency partners who process income on our behalf. This role will ensure that adequate supporter care and income processing processes are documented, always looking for more efficient ways to supporter wider teams proactively seeking cross public fundraising and marketing team efficiencies.

This role will take a lead in supporting the wider engagement directorate with fundraising compliance, ensuring organisational processes and policies are fit for purpose and that all our fundraising marketing is compliant. This role will also take responsibility for leading Gift Aid and PCI compliance. This role will support the wider Public Fundraising team with Fulfilment management, the aim being to centralise fulfilment and create efficiencies across the wider team.

### **Key tasks and duties**

- Lead the supporter care and compliance team to be highly motivated, continually improving and support Breast Cancer Now's strategic objectives and accelerators
- In collaboration with the director of public fundraising create and implement a supporter care and compliance strategy in line with the organisational strategy and accelerators
- Monitor performance against budget, objectives, SLA's and KPIs, and ensure the timely and successful implementation of contingency plans to minimise risk to the business
- Manage and coach line reports by modelling best practice behaviours and ways of working. Build capacity and expertise with a focus on personal development
- Lead, develop and inspire the supporter care team to deliver excellent supporter experience through the supporter care suite of activity
- Continually review and adapt the supporter care programme, ensuring all activities are efficient and impactful, taking on new activities to support fundraising throughout the year as required
- Bring new methods to gather supporter feedback and ensure the insight from feedback is captured to the organisation and used to drive improvement
- To drive forward the development of brilliant processes, procedures and ways of working which ensure greater accuracy and efficiency, ensure all processes are documented
- To foster a culture of continuous development and operational excellence including proactively finding efficiencies for response handling cross public fundraising and marketing

- Play a vital role in key strategic projects to ensure that the supporter is considered at all stages, and effective supporter care processes are developed to provide a great experience
- Ensure a strong understanding of fundraising compliance regulations across the organisation and support the fundraising compliance manager to develop the execution and training of fundraising compliance processes in a proactive manner
- Define and implement a framework for regulatory compliance across fundraising, ensuring compliance is effectively monitored, measured and managed across all fundraising methods and suppliers to meet requirements with a view to exceed best practice
- Take responsibility for ensuring Gift Aid compliance and PCI DSS compliance guidance is adhered to across Breast Cancer Now, through regular audits and monitoring
- Manage and develop long-term strategic relationships with income processing and fulfilment suppliers, including the management of SLAs and performance measures, ensuring consistently high levels of performance
- Ensure that all teams adhere to preferred fulfilment supplier model and that efficiencies in both time and cost saving are explored
- Effectively manage projects utilising third party suppliers, to time and to budget
- Work in partnership with peers across the organisation to influence best practice in customer service, fulfilment and both fundraising standards and compliance, proactively identifying efficiencies where possible
- Champion the understanding of supporter care and compliance so that supporters' views are a key part of the planning of activity
- Embed a robust KPI-led reporting framework to drive evidence-based decisions; measure and report on progress against plans and to demonstrate impact to a range of stakeholders. Provide narrative and insights on how to drive further efficiencies, whilst keeping the supporter relationship at the heart of every transaction
- Set and manage an expenditure budget, including phasing, regular reforecasting and contingency planning

### **Public fundraising leadership responsibilities**

- **Public fundraising and marketing leadership:** to work together with AD of relationship fundraising and events and other heads the public fundraising team to build and nurture a positive, ambitious and integrated culture, where teams are in line with our current strategy playing a role in the development of public fundraising strategy when required
- **People:** support the director of public fundraising to build, develop, motivate a dynamic and effective team that can deliver diverse, innovative and cost-effective activities that achieve agreed targets. This will include supporting in bringing the team together and working holistically to see the role they each play in delivering our strategy and plans; and ensuring the team is supported to learn and grow their

technical knowledge and experience, project and people management skills and broader leadership qualities and skills

- **Brand marketing integration:** to ensure that all thanking materials align with the OESP integration project, actively participate and contribute to the strategy, ensuring that this translates into supporter care and compliance planning
- **Financial planning:** to support a culture of wise stewardship of the organisation's resources
- **Statutory responsibilities:** ensure all Breast Cancer Now fundraising activities are in line with fundraising compliance and GDPR regulations, take an active lead in complaint escalation and ensuring that all relevant internal parties are notified. Ensure your team adhere to Breast Cancer Now's health, safety and wellbeing policy and procedure and all other HR-related policies and procedures
- **Audience planning and Coms-coordination:** To ensure that any activities created by supporter care and compliance in line with audience segmentation and cross sell strategy and is approved by the coms-coordination planning leads
- **Ambassador:** To be an ambassador at events, supporting the delivery of Breast Cancer Now's vision and ensuring that the charity's profile and reputation are enhanced

#### **General**

- 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 of building strong relationships with a range of stakeholders, including at senior levels to drive improvements	X	X
Experience of leading, motivating and managing a high-performing customer service team	X	X
Experience of developing and managing expenditure budgets	X	
Experience of appointing, monitoring and managing complex and high-risk relationships with agencies and external suppliers, including reviewing supplier relationships, contracts, service level agreements and risks	X	X
Expert knowledge and significant experience of working within the marketing or fundraising sectors	X	X
Significant experience of handling challenging and complex queries/complaints, remaining professional and acting in line with appropriate policies and procedures	X	X
Experience of developing and monitoring management information reports to enable effective team performance to defined goals and to inform future plans	X	
Experience of recommending and developing processes to support fundraising/marketing activity, based on collation and analysis of customer feedback	X	X

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent communication skills both written and verbal	X	X
Exceptional planning and organisational skills with the ability to prioritise teams, projects, and own workload, managing deadlines and quality of work	X	X
Strong negotiating and influencing skills with the ability to influence peer group and at a more senior level	X	X
A flexible and adaptable approach suitable for working in a fast-paced environment	X	X

## Knowledge

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

	Method of assessment	
	Shortlist	Interview
Working knowledge of various legislations for example Data Protection Act, PCI-DSS compliance, direct debit guarantee, fundraising regulator code, advertising standards, LCCP and HMRC and Gift Aid regulations	X	X
Knowledge of project management principles	X	
Knowledge of EDI working practices	X	
Knowledge of process development models for customer services teams	X	

# Role information

## Key internal working relationships

You'll work closely with the following:

- Director of public fundraising
- Associate director of relationship fundraising and events
- Head of relationship fundraising
- Head of events
- Head of fundraising products and marketing
- Head of performance insight and supporter experience
- Head of individual giving
- Finance team
- High value and partnerships team

## Key external working relationships

You'll work closely with the following:

- Fundraising agencies and fulfilment agencies
- Fundraising Regulator
- Senior level counterparts of other charities and organisations
- Relevant membership bodies and professional networks
- Supporters and beneficiaries
- External supporter care and compliance networks, groups and contacts

## General information

<b>Role location and our hybrid working model</b>	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 The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)
<b>Induction</b>	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.
<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	Fixed term to cover maternity leave for up to 12 months



<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