

Social media and community officer

Directorate
Engagement

Team
Brand, marketing and communications - digital engagement

Reporting manager
Senior officer, social media and community

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

The 4 new director roles and teams

The engagement directorate, will be led by the chief engagement officer 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

This role is in the brand, marketing and communications team

Job Purpose

The social media and community officer will support the day-to-day delivery of Breast Cancer Now's social media content and forum engagement and moderation. This role plays a vital role in maintaining a consistent, engaging, and impactful presence for the charity across social platforms.

The role is responsible for publishing content, managing campaign scheduling, and coordinating forum engagement, all while staying on top of emerging trends, tools and

platform changes. This role ensures that Breast Cancer Now's messages reach our priority audiences in compelling and effective ways, increasing our brand awareness and advocacy, reaching new audiences and driving engagement with our charitable aims and income raising activities.

Working under the guidance of the senior officer, social media and community, and with the support of the social media and community manager, the role works collaboratively with colleagues across the organisation and supports the management of relationships with volunteer community champions.

Key Tasks and Duties

Social media channel management

- Schedule and publish content across Breast Cancer Now's organic social channels (e.g. Facebook, Instagram, LinkedIn, X, TikTok), using social media management tools
- Ensure content is channel specific, accurate, timely, and aligned with campaign and brand priorities, with appropriate use of platform features, hashtags, and tone of voice
- Participate in maintaining and updating the social media calendar, flagging potential content clashes or gaps
- Ensure content and engagement approaches are inclusive, representing the diverse communities affected by breast cancer
- Suggest opportunities for content and ways of communicating Breast Cancer Now's key messages in creative ways that make the most of the channels and their respective audiences

Forum coordination

- Alongside the social media and community team and volunteers, provide moderation of Breast Cancer Now's online Forum, escalating clinical, safeguarding or reputational risks to the relevant internal teams
- Alongside the social media and community team, respond to queries from users in a timely manner, escalating to internal teams where necessary
- Act as liaison for volunteer community champions, supporting them with updates and guidance and ensuring any needs or concerns are shared with senior team members
- Contribute to a welcoming, inclusive and safe environment across all platforms

Engagement and collaboration

- Monitor real-time activity on social platforms and spot opportunities for additional content sharing, amplification, or user interaction
- Alongside the social media and community team, identify micro-influencers and content creators for potential collaboration opportunities
- Attend cross-team content planning meetings and advise on scheduling,

performance and platform-specific insight

Platform expertise and learning

- Stay up to date with platform changes (e.g. algorithms, SEO for social, feature updates), trends, content formats and audience behaviours
- Make suggestions to the senior officer and manager on changes or tests to improve post-performance or engagement
- Log and report issues with tools or content performance and assist with resolving publishing problems

Monitoring and reporting

- Compile engagement reach statistics, tracking campaign KPIs
- Use platform insights dashboards to contribute to reporting cycles and monitor performance of scheduled content

General responsibilities

- Take part in occasional out-of-hours duties, supported by TOIL
- 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 managing social media publishing and scheduling on behalf of an organisation	x	x
Experience of supporting or moderating online communities	x	x
Experience of working with content calendars and coordinating campaign support	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent organisation and time management skills	x	x
Familiarity with scheduling tools	x	x
Curious, proactive and able to stay informed on social media trends and platform changes	x	x
Collaborative team player who can liaise across teams and support volunteers	x	x
Willingness to support out-of-hours activity		x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Understanding of social media platforms, best practices and algorithms	x	x
Basic knowledge of content optimisation and SEO for social	x	x
Awareness of community moderation principles and safeguarding escalation	x	x

Role information

Key internal working relationships

You'll work closely with the following:

- Head of digital engagement
- Multimedia producer (social)
- Supporter care team (including social media officer and digital fundraising officer)
- Influencer manager
- Celebrity relationships manager
- Case study team
- Digital content design team
- Health information team
- Fundraising teams including corporate partnerships and mass participation

Key external working relationships

You'll work closely with the following:

- Social media channel partners
- Counterparts of other charities and organisations
- Relevant membership bodies and professional networks
- Other relevant partnership organisations
- Supporters and beneficiaries
- External networks, groups and contacts

General information

Role location and our hybrid working model	<p>This role is based in our Cardiff, Glasgow, 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>Tudor House, 16 Cathedral Road, Cardiff CF11 9LJ (open Monday to Thursday)</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB (open Wednesday and Thursday)</p> <p>The White Chapel Building, 10 Whitechapel High Street, London, E1 8QS (Open Monday – 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 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>
Hours of work	<p>35 per week, Monday to Friday</p>
Contract type	<p>Fixed term until June 2026</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	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 August 2025

Find out more about us at
breastcancernow.org

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