

Social media and community manager

Directorate
Engagement

Team
Brand, marketing and communications – digital engagement

Reporting manager
Head of digital engagement

Direct reports
Senior social media and community officer

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 manager will manage the day-to-day duties of the social media and community team (comprising of the senior social media and community officer and the social media and community officer) and deliver activities designed to increase the organic reach and engagement of our social media channels and community forum. The postholder will collaborate extensively with the senior manager, marketing and communications planning and measurement (OESP channels) and other teams across the charity to develop content plans for social media that support the charity's strategic delivery plan and to grow our community forum. They will keep abreast of emerging technology, platforms and trends in social media so that we take all new opportunities to grow our impact and reach. They will be metric obsessed, providing performance reporting to internal stakeholders and working collaboratively with the multimedia producer (social) in the multimedia team to ensure we deliver high quality, brand aligned content that performs exceptionally well across our social media channels and is specific to each platform.

Key Tasks and Duties

- Line manage the social media and community team (2 members, 1 direct report), supporting them in their continued professional development and emotional resilience needs
- Provide support to the head of digital engagement in the further development of the charity's social media strategy
- Work closely with colleagues across the charity to support their individual activities – aligned with our organisational strategy and ambition and plan to increasing brand awareness, impact and income - advising and planning how social media can help them to meet their objectives through organic activity
- Support colleagues, including senior leadership, with getting the most from using their own personal social media in support of our work and strategy
- Implement the strategy to:
 - Grow engagement across all social media channels, meeting (and ideally, exceeding) industry average engagement rates
 - Support the growth of brand awareness through increased reach of our social media communications, particularly into less well served communities
 - Increase relevant traffic from social media channels to our websites, focusing on audiences that convert
 - Convert social media engagement into increased levels of support and advocacy for the charity
 - Grow the community forum into an active, vibrant community of peers supporting one another, working closely with the digital product team to develop the forum functionality
- Research online community and social media best practices, networking with counterparts at other organisations to ensure we are up to date and best in class

- Support the identification alongside the social media and community team, identify of micro-influencers and content creators for potential collaboration opportunities
- Ensure content and engagement approaches are inclusive, representing the diverse communities affected by breast cancer
- Cultivate and develop a core team of volunteer forum moderators ('community champions'), who monitor the forum to ensure all users are supported, questions are posted in the right place, and behavioral standards are maintained
- Collaborate with communications colleagues across the charity to maximise impact of communications stories and messaging, coordinating to get the most from each of our owned, earned, shared and paid channels
- Work alongside supporter care and other relevant teams from the support and influencing directorate and engagement directorate to improve workstreams for more efficiently responding to social media comments, private messages, and forum posts, including the Ask our Nurse service
- Collaborate with the senior manager, marketing and comms planning and measurement (OESP channels) and other teams across the charity to develop content plans for social media that support the charity's strategic delivery plan
- Work with marketing teams across the organization to ensure organic social media content complements paid marketing activity, and activity through our other channels, including recommendations for putting budget behind organic content
- Support decision making around new and existing channel opportunities and understanding changing audience behaviors online. Making proposals and understanding alignment with our wider strategy and risk mitigations
- With the head of digital engagement and colleagues from fundraising and partnerships teams, develop and implement strategies to trial new features to ensure funds raised through Meta's fundraising tools for nonprofits continue to be a significant source of income for the charity
- Work with other channel owners to make sure onward journeys from organic social content (e.g. to our website) are aligned
- Provide regular reporting on KPIs relating to social media and community forum performance, as well as campaign by campaign analysis and insight
- Keep abreast of platform changes and trends as well as identifying and acting upon opportunities on new social networks or through new content formats or functionality to further our reach and engagement, supporting a test-and-learn culture
- Propose and brief creative content and storytelling to the brand and multimedia teams to further the communication of our priority messages
- Work collaboratively with the multimedia producer (social) to ensure Breast Cancer Now delivers high quality, high performing, brand aligned content with a consistent look and feel
- 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 channels for a large brand, maintaining consistently high engagement rates	x	x
Of using native platform and third party tools for publishing and reporting on social media	x	x
Experience of ensuring the highest quality and consistency of brand throughout all published content	x	x
Experience of collaborating with a wide variety of teams across an organisation to support and deliver their objectives	x	x
Experience of managing a brand's reputation online and being part of escalation processes	x	x
Experience of line management, including encouragement and support of professional development	x	x
Experience of managing and growing large online communities, particularly one dealing with sensitive issues	x	x
Experience of working with content calendars and coordinating campaign support	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience of managing a Meta account which raises significant income through the platform's native fundraising tools	x	x
Experience of using Brandwatch (formerly Falcon) for social media management and cross-organisational triaging	x	x
Experience of managing an online community built on discourse	x	x
Experience of working with and supporting volunteers	x	x
Experience of paid marketing using meta business manager to promote organic content	x	x
Understanding of the charity sector	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent grammar, spelling and overall editorial skills, with great attention to detail	x	x
Excellent written and verbal communication skills, with the ability to communicate effectively with internal and external stakeholders	x	x
Strong organisational skills, with the ability to handle multiple projects with a variety of priorities and deadlines	x	x
Ability to write in a clear, easily understandable manner, adapting your writing style to suit the audience	x	x
A flexible approach	x	x
Proactive and able to work on your own initiative	x	x
Positive and solution focussed	x	x
An understanding of social media analytics and Google Analytics (GA4)	X	x
Confident in making decisions in regards to your own work and equally when to ask for assistance from your manager and experts from other teams	X	X
Contributing team member, learning from others and sharing expertise	X	X
Enthusiastic about digital, with demonstrable ability to learn and grow your skills	x	X
Curious, proactive and able to stay informed on social media trends and platform changes	x	x
Willingness to support out-of-hours activity		x

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

	Method of assessment	
	Shortlist	Interview
An understanding of key digital metrics to help analyse the impact of digital work	x	x
An understanding of working with data and supporter care teams	x	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
Knowledge of content optimisation and SEO for social	x	x
Understanding 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
- Senior manager, marketing and communications planning and measurement (OESP channels)
- Multimedia producer (social)
- Senior multimedia manager
- Senior digital insight analyst
- Supporter care team (including social media officer and digital fundraising officer)
- Senior manager, ambassadors and talent
- Influencer manager
- Celebrity relationships manager
- Case study manager
- Digital product manager
- Social listening manager
- Digital content design manager

Key external working relationships

You'll work closely with the following:

- Social media channel partners
- Social media management platforms
- Senior level counterparts of other charities and organisations
- People living with or affected by breast cancer

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>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>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 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