

## **Directorate**

Brand, marketing and communications

## **Team**

Strategic marketing and communications planning

## **Reporting manager**

Head of strategic marketing and communications planning

## **Direct reports**

Senior digital marketing 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

#### **Job purpose**

This critical planning role will manage the development and implementation of the charity's integrated marketing and communications plan. This planning will be led by our new and ambitious 2025-30 organisational strategy and guided by our priorities to grow both our brand awareness and our income; to support the impact we can have for people affected by breast cancer.

It will take a centralised view across the organisation and will have responsibility for delivering Breast Cancer Now's integrated approach to our marketing and communications across our owned, earned, shared and paid channels. This role will ensure that our marketing and communications reflect and deliver on our strategic intentions and ambitions and fully align with our brand persona the 'determined leader.'

Working closely with stakeholders across the charity and as the key contact for all media agencies this role will ensure all activity is strategically aligned, well-timed and has maximum impact. This role will also have a focus on our digital marketing, ensuring we are maximising the value of our investment, horizon scanning and building digital marketing capability across the charity.

Lastly, the role will manage the ongoing development of the charity's audience framework and the measurement of marketing investment on audience engagement.

## **Key tasks and duties**

### **Planning and integration**

- Manage the development of the integrated marketing and communications plan, across owned, earned, shared and paid channels, to ensure alignment and implementation
- Develop effective processes to plan and prioritise key marketing activity across the year. Leading regular meetings with internal stakeholders, establish a reporting loop to senior management
- Manage the ongoing development of the charity's audience framework, championing the needs of our audiences across all our marketing and communications output, creating a relevant and consistent experience
- Ensure everyone involved in the marketing and communications planning process know their role in delivering and measuring against the plan

### **Marketing and communications implementation**

- Working with the creative teams establish and manage 'playbooks' to align and optimise campaigns, to increase our consistency, efficacy and impact
- Work collaboratively with channel specialists (media, email, social, website etc) to deliver integrated campaigns that meet objectives
- Oversee in-house paid digital marketing campaigns and ensure the most effective use of channels to drive results

### **Agency management and measurement**

- Act as key contact to our media agencies, ensuring briefing, optimisation, measurement and evaluation processes are kept up to date and fit for purpose
- Support the annual marketing and communications planning process in setting overarching objectives and key performance indicators
- Manage all marketing evaluation agencies to ensure the impact of all marketing

investment can be quantified and reported on

- Play a lead role in sharing learning on performance against agreed measurements to support channel leads developing and improving our marketing and communications activity
- Play a lead role in the development and ongoing management of the charity's engagement framework, measuring the impact of all marketing investment on audience engagement
- Support the wider organisational understanding and measurement of our marketing and communications activity so they know the role other activity plays in the success of growing our brand awareness

### **General responsibilities**

- Manage a direct report in accordance with Breast Cancer Now's policies and procedures
- 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
An experienced marketing and communications planner, with proven track record of achieving or exceeding KPIs	x	x
Strong experience of planning multi-channel marketing and communications, across owned, earned, shared and paid media channels, working with a matrix of channel specialists to coordinate and align output	x	x
Experience of implementing planning processes	x	x
Experience of digital marketing – planning, delivery and building capability in others	x	x
Experience of using data and insights to inform marketing planning, and knowledge of a range of reporting and measurement tools	x	x
Experience of commissioning and analysing audience data and insight to develop successful marketing strategies	x	x
Experience of setting KPIs, using performance data to monitor and maximise impact	x	x
Experience of managing and motivating suppliers and agencies to drive maximum value from relationships	x	x
Experience of developing and managing audience and measurement frameworks	x	x
Relevant experience of building positive working relationships and influencing others	x	x

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

	Method of assessment	
	Shortlist	Interview
Health and science issues relating to breast cancer		x
Patient involvement in campaign planning and development		x

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Exceptional interpersonal and consultative skills, with experience of working with multiple stakeholders and a proven ability to work collaboratively to influence, negotiate and secure buy-in	x	x
Strong people management skills, with previous experience of line managing staff	x	x
Exceptional inter-personal and consultative skills	x	x
Excellent project management and communication skills with experience of managing and improving priority workstreams involving multiple teams and stakeholders	x	x
Ability to multi-task and prioritise under pressure, in a fast paced, dynamic communications environment	x	x
Collaborative approach, seeking input and sharing information within and across an organisation	x	x

## Knowledge

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

	Method of assessment	
	Shortlist	Interview
Excellent knowledge of audience research, analysis and segmentation tools and processes	x	x
Knowledge of brand and communications planning processes, and experience of working with a matrix of channel specialists to coordinate and align outputs	x	x

# Role information

## Key internal working relationships

You'll work closely with the following:

- Strategic marketing and communications planning team
- Brand and communications team
- Press and PR team
- Digital engagement team
- Talent, ambassadors and case studies team
- Engagement directorate
- Partnerships team
- Research and public health directorate
- Support and influencing directorate

## Key external working relationships

You'll work closely with the following:

- Media planning partners
- Senior level 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

<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 6 <sup>th</sup> Floor, 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>	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

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