

Community fundraising manager – northwest & Scotland



Directorate
Engagement

Team
Relationship fundraising

Reporting manager
Senior community fundraising manager – north, midlands & Scotland

Direct reports
Community fundraiser – Scotland
Community fundraiser – north

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 role is part of a new strategy to grow long-term sustainable income by enhancing Breast Cancer Now's on-the-ground local community presence.

Firstly, the role will deliver the relationship fundraising strategy locally, capitalising on income generation opportunities and focusing on development to grow a portfolio of new supporters in their regions.

Secondly, the role will play a pivotal role in a pilot jointly delivered by the relationship fundraising and corporate fundraising teams, to provide store-level engagement for our award-winning Asda Tickled Pink partnership.

Asda Tickled Pink is the partnership between Asda, Breast Cancer Now and CoppaFeel! Over the last 29 years, Tickled Pink has raised over £100m for people affected by breast cancer and encouraged millions of customers to check their chest. Whilst being a hugely successful partnership, an opportunity to grow engagement and income within Asda stores has been identified. This role will help to shape, deliver and refine a brand-new pilot which will engage and support stores at a local level.

The key tasks and duties of the community fundraising manager are:

Asda Tickled Pink pilot

- To dedicate 50% of their role to delivering the Asda Tickled Pink pilot in their regions, representing the partnership to stores
- To instigate and develop relationships with key Asda stakeholders including regional managers, general store managers and Asda community & customer champions (ACCCs)
- To inspire ACCCs and their colleagues by raising awareness of Asda Tickled Pink, the impact of the partnership and vital services provided by Breast Cancer Now and CoppaFeel!
- To secure increased engagement from ACCCs, their colleagues and customers to grow fundraising income, by promoting the relevant ways they can get involved
- Attend events to represent Asda Tickled Pink, Breast Cancer Now and CoppaFeel! – such as in-store fundraisers, quarterly meetings and awareness talks
- To proactively shape, refine and improve the pilot by sharing insights, feedback and ideas, and implementing recommendations to help secure a permanent roll out

Strategy and planning

- To deliver the relationship fundraising strategy in your regions, pivoting and adapting to harness local fundraising opportunities
- To collaborate with the other community fundraising managers, to ensure consistent strategy delivery and alignment of work, and work together to monitor performance and maximise engagement and income opportunities
- To work with the senior manager in developing annual plans, budgets, reforecasts,

operational plans and KPIs, leading your team to deliver these targets

- To work collaboratively across the wider engagement directorate, identifying opportunities to increase engagement and net income, and support broader objectives.
- To support the senior manager in adapting and innovating the community fundraising portfolio so that it meets the needs of existing and prospective audiences, supporting both acquisition and retention
- To horizon scan, attend relevant events and maintain relationships across the charity sector to ensure the community program is sector leading and responsive to emerging trends

Relationship management, development & supporter journeys

- To proactively develop a portfolio of new supporters in your regions, including individuals, clubs, groups and local companies, and support your team to do the same
- To grow the pipeline for high value, repeat and long-term fundraising by identifying opportunities from the warm supporter base, referrals, networking and developing tailored plans, supporting the team to deliver these plans
- To ensure that every supporter has excellent experience and receives a relevant and delighting supporter journey
- Develop resources, content and materials needed to deliver great supporter experiences and grow engagement, working with other teams as required
- Coach your team to provide tailored stewardship and relationship management, improving supporter loyalty and income
- To test, learn and improve our supporter journeys to maximise remittance, average gift, retention and loyalty
- To personally account manage relationships and take a hands-on role as needed
- To be an ambassador at supporter events across your area, raising the charity's profile and enhancing its' reputation

Team leadership

- To maintain a positive, inspiring and respectful culture that keeps the goal of success as the team focus and drives a tenacious and fun working ethos
- To provide brilliant leadership to your line reports, including providing regular guidance and encouragement, setting clear objectives, undertaking annual performance reviews and investing in their professional development

Budgeting & finance

- To manage income and expenditure budgets on a day-to-day basis, ensuring spending is accurately tracked and reconciled

- To provide regular updates on performance against targets and KPIs and actions taken to improve results

Response handling

- Alongside the other community fundraising managers, manage the community fundraising team's response handling work, ensuring an exemplary level of supporter care and that all enquiries are triaged effectively
- Alongside the other managers, ensure that day-to-day processes are fit for purpose, run in a timely fashion and are well documented and clear

Delivery

- To be accountable for delivery, including project management of various aspects of strategy delivery
- To work with the other community fundraising managers to develop and improve team ways of working, including the management of supporters across regions
- To ensure that all relevant information is correctly captured on the database and effective data protocols are in place

Cross team working

- To work seamlessly and cross team with colleagues in relationship fundraising and the national Asda team (which is housed within corporate fundraising)
- To build relationships with other teams and especially with peers, so that the work of the relationship fundraising team and Asda Tickled Pink pilot is understood and supported

Other

- A willingness and ability to regularly travel locally and across the UK and work outside of usual hours in the evenings and at weekends
- A full clean driving license and unlimited access to a car
- Based in Manchester, Liverpool or the surrounding area
- To adhere to all Breast Cancer Now policy and ensure all fundraising activity is carried out in adherence to charity law and regulation
- To undertake any other duties that are within the scope and remit of the role and as agreed with your manager

Person specification

Qualifications and experience

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

		Method of assessment	
		Shortlist	Interview
Significant community fundraising experience, working with individuals, groups, clubs and societies, and local companies		x	x
Demonstrable experience of successfully implementing strategic plans and managing a portfolio of activity to meet targets		x	x
Experience in growing income from new supporters/income streams and achieving financial KPIs		x	x
Demonstrable experience building long term relationships from scratch to grow income		x	x
Demonstrable experience managing high value and complex supporters		x	x
Demonstrable experience in optimising and improving fundraising initiatives, and proven ability to use insight to adapt activity to uplift performance		x	x
Line management experience		x	x

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

		Method of assessment	
		Shortlist	Interview
Experience managing complex projects, with multiple deliverables and stakeholders			x
Experience of working effectively remotely, and remote management techniques		x	x
Demonstrable experience engaging with mass community involvement in response handling		x	
Experience using databases		x	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
A flexible, adaptive and tenacious approach, with the ability to work in an agile way and deal positively with setbacks or change, implementing solutions to resolve difficulties or tap into new opportunities	x	x
Ability to lead, nurture and inspire a fundraising team to achieve their objectives and cultivate a supportive environment	x	x
Driven, enthusiastic and determined to deliver and exceed targets	x	x
Best in class relationship building skills, with the ability to adapt your style to effectively engage with a wide range of audiences and share your expertise with your team	x	x
Excellent time management and organisational skills with the ability to plan and prioritise work, manage conflicting demands and meet deadlines	x	x
The ability to influence and effectively negotiate, be diplomatic and assertive, and inspire confidence both internally and externally	x	x
A natural collaborator, with the ability to work cross organisationally as well as with a variety of external stakeholders	x	x
Data literate and numerate, with the ability to interpret and action data and insight and KPI's	x	x
Brilliant written and verbal communication skills, with the ability to develop or proof impactful copy supporter engagement initiatives	x	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Knowledge of community and relationship fundraising best practice	x	x
Knowledge of fundraising compliance and GDPR	x	
Knowledge of relevant fundraising KPIs	x	x

Role information

Key internal working relationships

You'll work closely with the following:

- National Asda team, housed within the corporate team
- Supporter care and compliance team
- Data team
- Legal team
- Brand and marketing communications team
- Performance and experience
- Digital engagement team
- Digital products team
- Volunteering team
- Wider engagement directorate

Key external working relationships

You'll work closely with the following:

- Asda and CoppaFeel! as part of the Asda Tickled Pink pilot
- Asda representatives including regional managers, store managers and Asda Community Champions
- Supporters including individuals, clubs and groups, and local businesses
- Charity networking groups and sector peers

General information

Role location and our hybrid working model	This role is homebased with regular travel to meet supporters, and to spend time with colleagues at our offices in London, Sheffield and Glasgow.
Induction	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.
Hours of work	35 per week, Monday to Friday
Contract type	18 month Fixed term
Medical research	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.
Conflict of interests	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.
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