

Supporter Journeys Executive

Directorate

Engagement

Team

Public Fundraising & Marketing

Reporting manager

Supporter Journeys 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 & communications
- Public fundraising & marketing
- High value partnerships and Campaign
- Digital & Data

Job purpose

As a supporter journeys executive, you'll support with the design and delivery of impactful and engaging experiences for our supporters, ensuring they feel valued, inspired, and connected to our cause. You'll use insight and data to develop and improve journeys which help to grow lifetime value and supporter loyalty. You'll be a key member of the team in helping to promote supporter experience across the charity and championing best practise across all departments.

Through these activities, the supporter journeys executive will help us to improve key metrics such as emotional loyalty, retention and support the generation of long-term sustainable income so we can continue to support all those affected by breast cancer in years to come.

This is a great opportunity for someone looking to build their career in supporter experience.

Key tasks and duties

- Assist the supporter journeys manager to take teams through the supporter journey development process, ensuring improved journeys are based on audience insight
- Assist the supporter journeys manager to build a continued understanding and buy in for planned, improved, integrated and optimised supporter journeys.
- With the support of the supporter journeys manager keep the supporter journeys framework relevant and up to date
- Alongside the supporter journeys manager work closely with the email marketing and data selections team to find better automated processes for supporter journeys
- Help maintain clear records of journey plans, campaign performance, and supporter feedback
- Support with proofreading and checking of supporter communications to ensure they're clear, accurate, and on brand
- Prepare monthly reports on supporter journeys performance, sharing this with the wider supporter experience team and other relevant teams across the organisation as and when appropriate
- With the support of the supporter journeys manager use insight delivered by the senior supporter insight lead to develop our understanding of Breast Cancer Now's supporters and beneficiaries through, sharing learnings across the organisation to inform and influence continuous improvement to our supporter experience
- Lead on the internal communications for the supporter experience team this will include writing intranet posts, arranging attendance at team meetings, managing microsoft teams channels and planning in-person office events
- Ensure that all journeys are compliant with GDPR and fundraising compliance regulation
- Attend relevant meetings and take minutes or notes as required
- Build relationships across the directorate and wider organisation, working collaboratively and constructively with other colleagues towards wider organisational goals
- Manage invoices for the team – ensuring we're accurately tracking spend across the financial year
- Lead on our horizon scanning and competitor analysis – ensuring we're up to date with sector trends and activities

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
Previous experience within supporter or customer service setting	X	X
Experience managing a project and an understanding of good project management skills	X	X
Experience using data to evaluate performance of a campaign/task/activity	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience using a customer or supporter database	X	X
Experience using an email marketing platform	X	
Understanding and commitment to data protection and compliance	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 attention to detail and ability to plan and execute tasks, end to end and within pre-agreed deadlines	X	X
Collaborative attitude and able to build positive relationships across different teams within the organisation	X	X
Comfortable working with digital tools and systems and willing to learn new technologies as needed	X	

Knowledge

It's essential for you to have the following:

	Method of assessment	
	Shortlist	Interview
Basic understanding of supporter or customer engagement and why it's important in a charity	X	X
Interest in how data and insights can be used to improve supporter experiences	X	

	Method of assessment	
	Shortlist	Interview
An understanding of and passion for supporter experience	X	X
An understanding of what supporter journeys are and the role they play in supporter experience	X	X

Role information

Key internal working relationships

You'll work closely with the following:

- Supporter journeys manager
- Supporter experience manager
- Head of performance and experience
- Senior support insight lead
- Data team
- Digital team
- Brand, marketing and communications team
- People & organisational development
- Key stakeholder teams across the directorate, depending on the need.

Key external working relationships

You'll work closely with the following:

- Fundraising agencies
- Counterparts of other charities and organisations
- Supporters and beneficiaries

General information

Role location and our hybrid working model	<p>This role can be based in our London, Cardiff, Sheffield or Glasgow 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>6th Floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)</p> <p>or</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB (open Monday to Thursday)</p> <p>or</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday to Thursday)</p> <p>or</p> <p>Tudor House, 16 Cathedral Road, Cardiff CF11 9LJ (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 you induction process</p>

	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	Permanent
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 September 2025

Find out more about us at
breastcancernow.org

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

Find out more about us at
breastcancernow.org

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