

**Directorate**  
Engagement

**Team**  
Data team

**Reporting manager**  
Senior insight 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**

- To drive and develop deep and meaningful knowledge of our supporters both on and offline whilst providing the foundations for excellence in supporter care and data driven fundraising
- To translate data into meaningful insight to aid decision making across the organisation, both strategically and operationally
- To partner with stakeholders across Breast Cancer Now to deliver insight, reporting and learnings based on their needs

- To work closely with member of the data team
- To support the data analyst in their work
- To proactively look for opportunities for improvement in our work to increase our impact for the charity
- To produce exceptional written reports and dashboards and ensuring data analysis findings are communicated to key stakeholders across the organisation in an engaging and impactful manner

## **Key tasks and duties**

### **Communication and relationships**

- Communicate complex relevant internal data from a variety of other sources to enrich data analysis, fitting your communication around the understanding of others
- To build strong relationships with database and insight users, understanding and recognising their changing needs, requirements, and activity
- To work with external suppliers where required to deliver insight
- To work with the social listening manager as required
- To work closely with the data warehouse developer to identify new data and summarisations in the data warehouse to expand our impact and accessibility
- To work closely with the senior supporter insight lead to ensure supporter experience and external insights are included in our analysis
- To work closely with the senior digital insights analyst to spot opportunities where our digital data can combine with our Unity data to deliver actionable insights
- Translate complex data into clear, actionable insights for diverse audiences
- Partner with key stakeholders to understand and anticipate their reporting needs

### **Insight and analysis**

- Build and maintain dashboards to communicate progress with KPIs and other metrics to audiences across the organisation, primarily using PowerBI
- To lead on the development and delivery of the insight and analytical needs of the engagement directorate, generating the insight and reports colleagues need to inform critical business decisions (such as investment, cross sell and new supporter journey)
- Produce high quality, accurate and timely statistical analysis with actionable recommendations to inform Breast Cance Now's fundraising, volunteering, services and campaigning activities
- Translate data and information into actionable insights tailored for stakeholders' interests and clearly communicate these to non-technical stakeholders at all levels
- Combine relevant internal data from a variety of other sources (including digital) to enrich data analysis

- To support in the development of the organisations data warehouse, with various data inputs, and associated data processes including working on the data warehouse where required to achieve this
- To support the practical application of our data universe & segmentation across Breast Cancer Now's supporter base, to maximise supporter engagement and income growth. Provide internal clients with advice on the most suitable audience segments to target during the planning phases of campaigns
- Proactively run analysis to spot opportunities for further exploration of trends to understand why something has happened

### **User experience**

- To drive improvements in our reporting by spotting inconsistencies in our data and proactively working with the teams to resolve them
- To understand how digital data can combine with our supporter data to enrich outcomes
- To work with the senior digital insight analyst where required, in the running of A/B and multivariate testing and conversion rate optimisation
- Document procedures, processes and code that support insights and analysis activities and business continuity
- Proactively looking for opportunities to use AI to improve our work and impact
- Manage incoming service desk tickets, primarily handling requests for insight and analysis
- Maintain high standards across the team and ensure key processes are followed
- To develop users' capabilities and upskill colleagues to use insight and analysis effectively by delivering high quality training and support for all users to support improved uptake and usage of the insight available
- 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
Extensive experience of complex data analysis and report production, and partnering with stakeholders to turn these into actionable insights	X	X
Experience of using a relationship management database	X	X
Extensive experience of data-modelling, profiling and segmentation techniques to improve customer/ supporter engagement		X
Extensive experience of data visualisation software, e.g PowerBI, Tableau (we use PowerBI)	X	X
Experience of managing a varied workload to tight deadlines		X
Experience of working in a fundraising environment	X	
Experience of A/B or multivariate testing and conversion rate optimisation	X	X
Experience of using DAX in the creation of PowerBI dashboards	X	
Experience of managing a team of analysts	X	
Experience of SQL, writing queries for analysis	X	X
Experience of working with a cloud-based data warehouse such as AWS Redshift or Google BigQuery (We use AWS Redshift)	X	
Experience of managing conflicting deadlines and multiple priorities	X	

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

	Method of assessment	
	Shortlist	Interview
Experience of analysing customer data and behaviours, marketing campaigns and product portfolios, measuring performance, reporting and making recommendations that inform business decisions and strategy	x	
Experience of using coding languages eg. SQL, Python, R (the primary language we use is SQL) and or a desire to develop coding skills	x	
Experience of working with digital analytics such as GA4	x	

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Good planning, organisational and time management skills, with the ability to prioritise own workload and work collaboratively with others		X
Excellent written and verbal communication skills with the ability to communicate complex technical concepts to non-technical colleagues	X	X
Exceptional statistical and analytical skills	X	
Highly numerate, excellent IT skills including Excel	X	
Ability to identify areas for improvement and seek associated solutions while ensuring planned dates are achieved		X
Driven by the delivery of business outcomes to achieve the organisations' mission, with a passion for data and its role in achieving this		X
An analytical, enquiring mind with the ability to problem-solve		X
Highly accurate work with meticulous attention to detail		X
Highly organised		X

## Knowledge

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

	Method of assessment	
	Shortlist	Interview
Knowledge and understanding of Fundraising and the Charity Sector	X	
Knowledge of GDPR and the impacts on data work	X	

# Role information

## Key internal working relationships

You'll work closely with the following:

- Public fundraising and marketing department
- IT
- Legal, compliance and governance
- Support and influencing directorate, specifically primary breast cancer services and secondary breast cancer services

## Key external working relationships

You'll work closely with the following:

- Kleene.ai

## 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 The White Chapel Building, 10 Whitechapel High Street, London, E1 8QS (Open Monday – 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 September 2025

Find out more about us at  
[breastcancernow.org](https://breastcancernow.org)

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support charity