

Directorate
Engagement

Team
Digital and data

Reporting manager
Head of digital products

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

As Digital product operations manager, you'll play a vital role in ensuring Breast Cancer Now's digital platforms remain robust, secure and high performing, enabling our digital products and services to deliver excellent user experiences.

Reporting to the head of digital product, you'll be responsible for maintaining and optimising the technical foundations of our main website (built on Umbraco CMS) as well as supporting other digital products where relevant.

You'll collaborate with digital product managers, content designers, UX specialists and external developers/agencies to support the delivery of product roadmaps and help ensure our platforms and processes enable efficient, accessible and user centred services.

This role acts as a key partner to teams across the organisation, helping oversee the technical health of our platforms and providing operational support to enable great digital experiences.

As a member of the digital product team, this role will also contribute to fostering a culture of curiosity, collaboration, and continuous improvement, ensuring the organisation is equipped with stable and flexible digital foundations.

Key tasks and duties

Platform operations, infrastructure and performance

- Lead on managing the core website platform (Umbraco CMS), ensuring it remains stable, secure, high performing as a content management tool
- Collaborate with content designers to support efficient, user centred content management workflows, identifying and implementing improvements to the CMS where needed
- Monitor platform metrics (for example uptime, Core Web Vitals, error rates) and work with external developers to resolve issues and maintain platform health
- Coordinate CMS updates, upgrades, patches in collaboration with development agencies

Hosting environments

- Maintain oversight of hosting environments and providers for digital products, advising on requirements and coordinating with suppliers where necessary

Email services

- Support the set up and maintenance of email services connected to digital products (confirmation emails, admin notifications)
- Ensuring these services are deliverable, compliant and configured with necessary authentication protocols (DMARC, DKIM, SPF etc)

Domain management

- Oversee domain management for digital products including registrations, renewals, DNS configuration in collaboration with IT and suppliers

Security scanning and testing

- Coordinate regular vulnerability scanning and security testing of digital platforms, tracking issues and working with developers and IT to address findings
- Support the planning and delivery of penetration test ensuring outcome are documented and actions progressed for sign off

Cookie consent and privacy tools

- Own governance and day-to-day administration of One Trust for digital products.
- Ensure cookie consent, privacy notices and tracking scripts are configured correctly and remain compliant with data protection standards

Supporting continuous improvement

- Collaborate with digital product managers to monitor and improve areas such as technical SEO, accessibility (WCAG compliance), platform performance, identifying opportunities and supporting prioritisation within product roadmaps
- Work with analytics and insight teams to support tagging and tracking implementation (GTM, GA4) ensuring platforms enable effective measurement and insights
- Refine operational processes for managing technical improvements, platform releases, integrations across key systems

Cross product collaboration

- Act as technical partner across the product portfolio, providing operational support to other digital products in areas such as platform health, accessibility and technical SEO
- Provide initial troubleshooting and support for technical issues across digital products, escalating to developers or product managers as needed
- Support the set up and maintenance of web forms including reviewing for technical and accessibility best practice, managing secure integrations such as SFTP data transfer and ensuring web forms comply with data protection and organisation standards
- Collaborate with UX, content and development teams to ensure platform level changes support both content editors and end users
- Work alongside digital product managers to manage external developer and agency relationships, ensuring technical changes are delivered on time, within budget and to agreed quality standards

Continuous learning and sector insight

- Keep up to date with developments in technology, accessibility and technical SEO to inform platform development and share insights with colleagues
- Help foster a culture of collaboration, operational excellence and continuous improvement across the digital product team

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
Experience of managing website platforms and working with external developers	x	x
Experience of managing backlogs and technical enhancements	x	x
Experience in release management and deployment processes	x	x
Experience of working with APIs and third party integrations	x	x
Strong understanding of CMS platforms and digital infrastructure	x	x
Familiarity with analytics and tracking tools and ability to support implementation (GTM and GA4)	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience of working in a charity or not-for-profit environment	x	
Familiarity with data protection legislation (GDPR) in the context of digital platforms	x	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Strong organisational and problem solving skills	x	x
Excellent verbal and written communication skills, able to explain technical topics clearly	x	x
Ability to collaborate effectively with internal teams and external suppliers	x	x
Proficiency with CMS platforms and content workflows	x	x
Understanding of agile ways of working and digital product delivery	x	x
Awareness of accessibility best practices and testing tools	x	x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Working knowledge of digital tools and platforms, including CMS, CRM systems, analytics tools	x	
Working knowledge of HTML, CSS, JavaScript (for collaboration, not coding)	x	
Knowledge of cloud platforms and web hosting environments	x	
Knowledge of technical SEO, accessibility standards and performance optimisation	x	x
Practical understanding of relationship and supporter data systems	x	
Awareness of the fundraising code of practice and how it informs digital engagement	x	
Familiarity with GDPR and data protection practices in the context of digital platforms	x	

Role information

Key internal working relationships

- Director of digital & data
- Head of digital product and head of user experience
- All members of the digital and data department
- All other directors and associate directors, heads and managers across the organisation

Key external working relationships

You'll work closely with the following:

- Agency partners in digital platforms
- 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

Role location and our hybrid working model	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 th Floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)
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	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