



Director of Brand, Marketing and Communications

VACANCY INFORMATION

JOB TITLE:

Director of Brand, Marketing and Communications

DIRECTORATE:

Engagement

TEAM:

Brand Marketing and Communications

- 59 staff

REPORTING MANAGER:

Chief Engagement Officer

DIRECT REPORTS:

Head of Brand and Communications - 22 staff

Head of Strategic Marketing and Communications

Planning - 11 staff

Associate Director, Media and PR - 9 staff

Head of Digital Engagement - 9 staff

Head of Ambassadors, Talent and Case Studies - 7 staff



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.

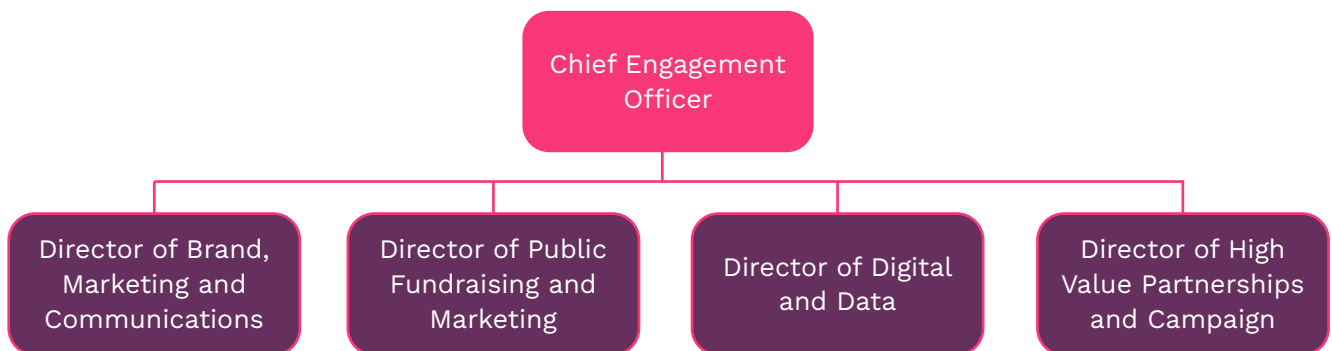
To do this we will:

- 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:



Job purpose

- To lead the strategic direction and operational delivery of Breast Cancer Now's objective to grow brand awareness - supporting our ambition to reach everyone affected by breast cancer and to be the go-to organisation for those impacted by the disease.
- To lead, inspire, and support the brand, marketing, and communications department to work collaboratively and effectively, delivering exceptional marketing and communications aligned with our **2025 - 2030 Change Happens Now** strategy and our role as a determined leader.
- To guide the team in developing, growing, and amplifying a powerful brand for Breast Cancer Now — one that embodies and reinforces our identity as the determined leader, driving change for people affected by breast cancer. To encourage innovation and boldness in reaching new audiences, both in the UK and globally.
- To ensure our communications channels work cohesively to build brand awareness, understanding, and trust—maximising the impact of our owned, earned, shared, and paid channels in driving awareness, fundraising, and influence.
- To champion and enable an integrated approach to marketing and communications that effectively increases awareness, impact and engagement with Breast Cancer Now across key audiences through focused communications and powerfully storytelling.
- To embed cross-organisational understanding and support of the critical role brand, marketing, and communications play in increasing reach, deepening engagement, and driving income.



Key tasks and duties

Strategy (2025-2030 Change Happens Now)

- Lead on the pivotal role brand, marketing, and communications will play in delivering our strategy, including growth areas across impact and income generation.
- Develop and drive a communications strategy aligned with the strategy, clearly defining the roles of our owned, earned, shared, and paid channels to drive engagement, impact, and income.
- Develop and embed a content strategy that ensures we communicate the most important aspects of Breast Cancer Now's work - to the right audiences, at the right time, and in the right way - to maximise impact and engagement through working cross organisationally to understand the greatest opportunities for communications.
- Drive and champion the brand strategy by working closely with our agencies and influencing internal decisions and actions to amplify its impact in growing brand awareness, understanding, and trust.
- Co-create and champion the engagement strategy alongside the directors of public fundraising and marketing, high value partnerships and campaign, and digital and data, to drive engagement and income across key audiences.
- Collaborate with other team heads and the associate director, media and PR to develop growth and engagement strategies for key channels, including digital platforms, media and PR, and our ambassador, talent, and case study programmes.
- Lead our strategic commitment to addressing inequalities by delivering inclusive and accessible marketing and communications, using involvement and co-creation to ensure audience-led approaches.

Leadership

- Empower and support the brand, marketing and communications team to adopt audience-first ways of working that align with our integrated marketing and communications approach.
- Inspire and guide the team to innovate and push boundaries in how we grow awareness, understanding, and trust in Breast Cancer Now through our marketing and through all our communication content and channels.
- Champion and influence at a senior level the need for powerful and focused communications across all channels, that help deliver on our strategy and amplify our determined leader persona.
- Support and challenge the brand, marketing and communications team to grow, learn and develop to support our strategic ambitions and opportunities.

- Champion innovative approaches - including the use of AI - to evolve and improve our communications, build efficiencies, and ensure our time is spent adding value.
- Bring external insights and trends into the team to inspire innovation, experimentation, and continuous learning.
- Champion inclusivity and involvement in our approach to our brand, marketing and communications to ensure strategic alignment with our commitment to address inequalities.
- Take a key role in the leadership role of the engagement directorate, working with other directors on shared ownership of the strategy to grow our brand awareness, and income.

Delivery

- Proactively define and plan priorities for the brand, marketing and communications team based on strategic goals for impact and income growth throughout the **2025 - 2030** period, ensuring maximum effectiveness.
- Resource and support the team to deliver on strategic priorities, including new initiatives such as our **Game Changers**.
- Ensure delivery of the Brand Strategy and associated investment commitments, with robust measurement in place to allow for adaptation to opportunities or changes.
- Co-own the delivery of the Engagement Strategy and growth trajectories, ensuring delivery on co dependencies and a commitment to driving innovation, growth and opportunism in key areas.

Corporate leadership responsibilities

- **Organisational direction and leadership:** to work together with chief officers, directors, and associate directors to build and nurture a positive, ambitious and integrated culture which will support the delivery of our 2025-2030 change happens Now strategy.
- **People:** to build, develop, motivate and lead a dynamic and effective team that can deliver diverse, innovative and cost-effective activities that achieve agreed targets. This will include bringing the team together and working holistically to see the role they each play in delivering our strategy and plans; and ensuring the team is supported to learn and grow their technical knowledge and experience, project and people management skills and broader leadership qualities and skills.
- **Horizon scanning:** to monitor the external environment to understand latest developments in the breast cancer environment, to support all activities in brand, marketing and communications and to seek out and evaluate trends across the sector in fundraising to support our development and growth.
- **Financial planning:** to support a culture of wise stewardship of the organisation's resources.
- **Statutory responsibilities:** ensure compliance within the organisation of all statutory responsibilities such as risk, compliance, GDPR and health and safety.
- **External representation:** to be an influential ambassador to the organisation and represent Breast Cancer Now at conferences and events and in meetings with high value contacts and act as an ambassador for the charity with a variety of key stakeholders, proactively building strong positive relationships with external stakeholders, as well as internal stakeholders at every level.
- **Risk management:** to take a lead role in devising individual communication strategies within brand, marketing and communications which take a balanced view of risk and reward and ensure that the associated risks are understood by all other associate directors within the directorate and the senior leadership team (SLT).

General

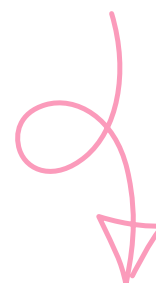
- Adhere to all Breast Cancer Now's policies and procedures.
- Any other duties within the scope and remit of the role, as agreed with your manager.

Person specification

Qualifications and experience

It's essential for you to have the following:

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| Significant senior-level experience in brand, marketing and communications within the healthcare sector with proven ability to navigate the complexities and sensitivities of healthcare communications | X | X |
| Significant experience of leading and managing multiple channels across brand, marketing and communications. This includes brand marketing; media and PR; ambassadors, talent and case studies; multimedia, design and copy and digital and social media channels | X | X |
| Significant and demonstrable experience in digital channels to grow brand awareness, engagement and delivering impact | X | X |
| Demonstrable experience of developing and delivering a communications strategy that is multi-channel and cross organisational. | X | X |
| Significant experience, developing, managing and growing not for profit brands using innovative, creative and bold approaches | X | X |
| Significant experience of building strong, cross organisational and external senior relationships to support brand, marketing and communications priorities and ambitions and to maximise opportunity and impact | | X |
| Demonstrable experience in transformation of programmes and teams to significantly grow brand awareness, engagement and strategic impact | | X |
| Experience of senior level relationships with external agencies to maximise the impact and value agency relationships can deliver for an organisation | X | X |
| Experience and confidence in leadership, change, development and ongoing engagement of high performing teams | | X |
| Demonstrable track record of using data and insight to drive decisions and actions to increase engagement, income and impact and in defining key metrics for brand, marketing and communications | X | X |





Skills and attributes

It's essential for you to have the following:

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| Strong leadership skills with proven ability to support and empower others to deliver their best work | X | X |
| Ability to analyse the performance and key trends of complex campaigns and communicate effectively on their performance | | X |
| Ability to put the breast cancer community, supporters and stakeholders at the heart of how we develop and deliver across brand and communications | | X |
| Ability to understand strategic intention and priorities and to collaborate and co create strategies and plans based on this | | X |
| An interest and curiosity in the external environment and how our brand and communications approach responds and builds on this | X | |
| Determined, self-motivated and ability to act confidently on own initiative | | X |
| An openness to new ideas, opportunities, and to testing and learning to innovate and push boundaries | | X |
| A strategic and proactive approach to solving problems | X | X |

Knowledge

It's essential for you to have the following:

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| A strong understanding of the key drivers of engagement and income generation | X | |

Role Information

Key internal working relationships

You'll work closely with the following:

- The brand, marketing and communications teams
- Senior leadership team (SLT)
- Directors across the engagement directorate
- The associate director and heads within your teams
- All other directorates and teams



Key external working relationships

You'll work closely with the following:

- Media and advertising/marketing agencies
- Brand development agencies
- Key media partners and journalists; our Patron, Vice-Patrons and Ambassadors
- Senior level counterparts of other charities and organisations
- Relevant membership bodies and professional networks
- 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 6th floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday) |
| 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. |



Recruitment Timescales

CLOSING DATE: **3rd October**

FIRST STAGE INTERVIEW: **w/c 13th October**

FINAL INTERVIEWS: **w/c 20th October**

If you wish to have an informal discussion about the role, please contact our recruitment partners at The Talent Set:

 **Kris Bucknall**

✉ Kris@thetalentset.co.uk

☎ 07741 312918

Equality, Diversity and Inclusion

We are committed to diverse and inclusive recruitment practises that ensure equal opportunity for everyone, regardless of race, sexual orientation, mental or physical disability, age or gender. We encourage applications from all backgrounds and will happily make adjustments to always ensure a fair process.