

# Head of philanthropy and principal gifts



## Directorate

Engagement

## Team

High value partnerships and campaign

## Reporting manager

Director of high value partnerships and campaign

## 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.

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

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 Engagement directorate, is 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**

The new role of Head of philanthropy and principal gifts sits within the senior team of the newly created high value partnerships & Campaign department. This department has huge ambition to transform high value income for Breast Cancer Now over the next five years through better and more holistic, supporter-led working across the department and the introduction of a major £50million Campaign.

Our goal is to develop and deliver the best long term, multi-faceted partnerships with businesses, trusts & foundations, and ultra-high and high net worth individuals. These partnerships will transform what Breast Cancer Now is able to achieve for people affected by breast cancer, both through the funds they invest, but also through the expertise, connections and more that they share with us.

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This crucial role will therefore lead Breast Cancer Now's strategic ambition to transform philanthropic income over the next five years, alongside playing a lead role in fundraising for our £50m Campaign.

Working with the director of high value partnerships and associate director of philanthropy and partnerships, the role is responsible for shaping and executing Breast Cancer Now's principal gift strategy, focused on securing transformational support from ultra-high and high-net-worth individuals, alongside family foundations, in the UK and internationally. It will lead a high-performing team of principal and major gift fundraisers to cultivate and steward relationships capable of delivering 6, 7 and 8 figure gifts, supporting both immediate Campaign targets and long-term sustainable income growth.

The Head of philanthropy and principal gifts will ensure a coordinated, ambitious approach to donor engagement. The role will personally manage a portfolio of ultra-high and high-net worth prospects and partners which will require working closely and regularly with the CEO, senior leadership team, and trustees to ensure they receive a best-in-class supporter experience. In addition, with the support of the AD of Campaign, the role will manage a group of highly engaged Campaign Board members to support them to maximise fundraising from their networks for the Campaign.

This role will be instrumental in supporting the AD of Campaign to ensure that the philanthropy and principal gifts team is effectively positioned and equipped to deliver the income required for the Campaign, while also continuing to drive significant income growth to deliver Breast Cancer Now's five-year strategy.

Crucially the role will be responsible for fostering a strong culture of high-performance, accountability and ambition across the philanthropy & principal gifts team. They will embed a results driven mindset, while championing integrity, collaboration and a commitment to impact through philanthropy.

### **Key tasks and duties**

#### **Strategic leadership**

- Develop and lead a multi-year philanthropy strategy that delivers step-change income growth over five years while contributing significantly to the delivery of a £50 million campaign.
- Define, oversee and drive a dynamic principal and major donor pipeline with prospects capable of giving six-, seven-, and eight-figure gifts aligned to strategic funding priorities, organisational impact areas and long-term fundraising goals.
- Identify, cultivate and secure philanthropic opportunities in international markets.
- Embed performance measurement and data driven decision making across team planning, forecasting and income tracking.
- Collaborate with the Associate Director of Campaign to ensure philanthropy delivery aligns with campaign strategy, timelines and reporting.

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- Develop a collaborative and high-performing team culture which has the right balance of support and challenge, to get the best out of the team as a whole and the best from individuals.

### **Principal gift fundraising**

- Personally manage a portfolio of ultra-high and high-net-worth prospects and partners, focusing on long-term relationship building and securing transformational six, seven and eight figure gifts.
- Build and manage strategic relationships with C-suite individuals, trustees and senior volunteers applying discretion and emotional intelligence to navigate complexity.
- Lead high-level engagement, including strategic cultivation and solicitation involving the CEO, trustees, senior leadership team and director of high value partnerships and Campaign.
- Provide guidance and support to senior leaders and volunteers involved in principal gift engagement.
- Ensure excellent stewardship for principal donors, demonstrating the long-term value and impact of their support.

### **Campaign board and senior volunteer engagement**

- Support the Associate Director of Campaign in enabling Campaign Board members to contribute meaningfully to fundraising goals.
  - Build strong personal relationships with Campaign Board members other senior volunteers to support peer-to-peer fundraising and donor engagement.
  - Ensure the philanthropy team is structured and resourced to deliver against campaign priorities while maintaining long-term donor development.

### **Team leadership and development**

- Lead, manage and develop two Senior Philanthropy Managers, promoting a high-performance culture of excellence, accountability, and strategic delivery.
- Lead the team to consistently learn and evolve through a rigorous focus on the external environment and integrating external best practice.
- Set clear expectations, monitor progress and support professional growth to ensure individual and team success against income and engagement KPIs.
- Support the team to build strong, sustainable donor relationships and deliver both campaign income and long-term philanthropy growth.
- Foster a learning and collaborative environment that adapts to insight, feedback, and evolving fundraising opportunities.
- As part of the philanthropy and partnerships leadership team and senior team across the high value department, work closely to ensure that our vision, strategy and plans are delivered and that the director and ads are supported in overall team development, motivation and recognition.

### **Cross-organisational collaboration**

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

- Work closely with the Head of high value operations and experience to ensure CRM (Unity) prospect research and stewardship processes underpin consistent delivery and team performance.
- Collaborate with colleagues across Brand and communications, Research, Services, Finance, and TISS to develop proposals, reports, and content tailored to high level donor interests.
- Act as a senior representative of philanthropy in internal strategy and planning processes, championing a culture of philanthropy across the organisation.
- Support the cultivation, stewardship & recognition team by gathering and sharing regular insight from our partnership portfolio so they can support in ensuring the right suite of stewardship tools for relationship managers to pick and choose from.

### 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
Extensive and recent experience in high value and principal gift fundraising, including successfully securing gifts £1m+	x	x
Proven experience of managing complex relationships with high-net-worth individuals and family foundations in the UK	x	x
Proven experience of designing and delivering long-term philanthropic growth strategies	x	x
Experience of international fundraising and working on major appeals or campaigns	x	x
Strong track record of building high-performing teams and embedding a culture of accountability and results	x	x
Deep understanding of donor motivations, major gift solicitation, and long-term stewardship practices	x	x

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Exceptional interpersonal and influencing skills, with the credibility to engage with senior and high-profile donors	x	x
Strong written and verbal communication skills, including the ability to prepare persuasive proposals and briefings	x	x
Strategic thinker with excellent planning, prioritisation, and project management capabilities	x	x
Resilient, driven, and goal-oriented with a focus on performance and continuous improvement	x	x
Entrepreneurial, collaborative, and highly motivated with a commitment to delivering impact through philanthropy	x	x

## Knowledge

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

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

	Method of assessment	
	Shortlist	Interview
Knowledge of global fundraising trends, international tax efficient giving		x

**Role information**

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

## Key internal working relationships

You'll work closely with the following:

- Colleagues within the High value partnerships & Campaign department
- CEO, Senior Leadership Team and Trustees
- Data and Digital team
- TISS
- Finance/Legal

## Key external working relationships

You'll work closely with the following:

- Campaign Board and senior volunteers
- High value partners
- Agencies, partners and suppliers
- Breast Cancer Now Researchers and Scientists and Nurses

## 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 to Friday)
<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.

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**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.

Job description dated May 2025

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