

Digital marketing coordinator, email



Directorate
Engagement

Team
Digital engagement

Reporting manager
Senior digital marketing officer, e-mail

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

The digital marketing coordinator, email is a key part of our strategic approach to digital engagement. You'll work collaboratively with other members of the digital engagement team and across all teams, to deliver and support digital marketing activity across email to meet our organisational goals.

You'll work across our email marketing, supporting campaigns and email sends, as well as approving other teams' content and ensuring their work meets our best practices and guidelines. You'll maintain positive close working relationships across the charity for this work to be effective.

Key tasks and duties

- To support and review, and where appropriate, create and send, email marketing or stewardship campaigns.
- To support teams with email writing best practices in-line with our communications principles and work with them to amend and improve copy.
- To support with and build automated email journeys to welcome and onboard new supporters and service users across different touchpoints.
- To set up testing where appropriate and support teams to carry out their own tests.
- To measure all email marketing activity and make changes based on this reporting to help us achieve our goals.
- To work with the data team to manage email data and suppression lists, update records and maintain good data hygiene.
- To report on meaningful metrics from completed campaigns, as well as during them, alongside overall monthly performance.
- To work with the rest of the digital engagement and digital product teams to ensure a seamless supporter journey from off-site channels to our owned products.
- To work with teams across the charity to support integrated campaigns through digital channels.
- To work with colleagues across the charity to ensure we make best use of our digital channels to offer support and information to people affected by breast cancer and help people to support us through our fundraising products.
- To develop and maintain effective working relationships with key stakeholders across the charity.
- To be an active member of departmental and cross-departmental project teams.
- To be an effective member of the team, presenting a positive impression of the team and the service.
- To work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.
- To attend internal and external meetings, and training as required.
- To manage and triage incoming requests or queries to the digital marketing team through the team's inbox.
- 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 using email marketing systems to produce engaging emails	x	x
Experience in digital marketing, digital fundraising or similar	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience of using email service providers		x
Experience of using google analytics to generate meaningful reporting	x	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent communication skills		x
Excellent organisation skills, with the ability to work under pressure and to tight deadlines		x
Ability to self-motivate and work both independently and cooperatively as a team member	x	
Ability to work with a high attention to detail		x
Curiosity drive, always staying on top of digital technologies		x
Solution focussed in the face of challenges	x	
A genuine commitment to providing proactive, high quality digital support	x	
An enthusiastic and genuine commitment to Breast Cancer Now's work	x	
A commitment to and understanding of issues relating to equality of opportunity and the ability to implement change in this area	x	
A willingness to learn	x	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Knowledge and experience of digital trends		x
An understanding of user experience requirements	x	

Role information

Key internal working relationships

You'll work closely with the following:

- Other members of the digital engagement team
- Brand, marketing and communications team
- The data and compliance teams

Key external working relationships

You'll work closely with the following:

- External agencies as and when required

General information

Role location and our hybrid working model	This role is based in our London or Sheffield 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) or St James House, Vicar Lane, Sheffield S1 2EX (open Monday to Thursday)
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 your 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 October 2025

Find out more about us at
breastcancernow.org

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