

Directorate
Engagement

Team
Relationship fundraising and events

Reporting manager
In memory 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'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 in memory officer is a pivotal role which manages the programme day to day, thanks our incredible supporters and builds relationships to foster long term engagement.

With ambitious growth plans following a year where the team achieved a 40% uplift in gross income, this role will:

- Lead on day to day running and administration of the programme and work with the in memory manager on the delivery of ad hoc projects.

- Work with teams across the organisation to ensure all in memory motivated supporters have a positive experience when interacting with Breast Cancer Now, regardless of the action they are taking.
- Help raise the profile of our in memory programme with existing and potential audiences, as well as with colleagues across the organisation.

Key tasks and duties

Relationship management

- Create and deliver thoughtful, personalised journeys for in memory donors, fundraisers, and tribute fund holders, ensuring every supporter feels valued and appreciated.
- Provide exceptional stewardship through email, phone, and face-to-face interactions, focusing on building lasting relationships and encouraging repeat involvement.
- Surprise and delight supporters with sector leading thanking and using our reward and recognition principles to celebrate their generosity in a meaningful way.

Day-to-day programme management

- Oversee the day-to-day running of the in memory programme, including administration and thanking of donations, fundraising activities, tribute funds and funeral collections.
- Manage the inbox, acting as a key point of contact for in-memory supporters, and work cross-organisationally to provide informed responses as needed.
- Gather compelling stories from in memory supporters that help us engage existing and new audiences.
- Create engaging content and resources for our website, email communications, intranet, and other platforms to bring the in memory programme to life.
- Collaborate with internal teams to support the smooth delivery of in-memory activities, such as marketing campaigns, supporter journeys development, and tribute fund migration.
- Support the delivery of mass journeys for in memory audiences.
- Build and maintain strong relationships with key external suppliers, such as fundraising platforms, creative agencies, printers and fulfilment partners, and ensure high-quality, timely delivery.

Cross-team working

- Champion in memory giving across the organisation, ensuring messaging is shared with consistency, and colleagues feel confident and supported in offering the best possible experience to bereaved supporters.
- Collaborate with teams across the public fundraising department and beyond to identify in memory supporters who would benefit from more personalised

stewardship to strengthen their connection and honour their loved one's memory.

- Spot opportunities to cross-sell wider charity activities to help nurture and engage both new and existing in memory audiences.
- Provide teams with relevant content, messaging, and resources to include in their communications whenever relevant and appropriate.
- Stay up to date with trends and best practice in the in-memory giving space, sharing insights with the wider team.

Insight and analysis

- Maintain the database up to date at all times, ensuring we can communicate with supporters reliably and report on results.
- Handle supporter data with care, ensuring all collection, storage, and usage complies with GDPR.
- Help to regularly monitor, evaluate, and analyse in-memory activity, providing insights and recommendations to help shape future actions.
- Develop and implement effective data and reporting processes to increase our understanding of in-memory audiences and income.

Other

- A willingness and ability to travel across the UK and work outside of usual hours to represent Breast Cancer Now at events when required.
- 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 in engaging donors or customers to foster long term relationships in person, over the phone and through email	x	x
Experience of achieving and exceeding financial targets or other KPIs	x	x
Experience in organising your own work and meeting deadlines	x	x
Experience of managing multiple tasks and projects	x	x
Relevant experience of relationship management, can be gained through working in fundraising or in a customer facing role	x	x
Strong administrative experience, managing multiple and varied daily and weekly tasks	x	x

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

	Method of assessment	
	Shortlist	Interview
In memory experience, including working with bereaved supporters	x	x
Experience in developing, reviewing and optimising processes	x	x
Experience using relationship management databases	x	x
Experience of using digital fundraising platforms, i.e., MuchLoved, Just Giving, In Memory Giving	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent verbal communication skills and telephone manner		x
Excellent written communication skills, including the ability to write sensitive and engaging communications e.g. copy for letters, emails and website	x	x

Excellent organisational and time management skills, with the ability to manage a wide and varied workload with conflicting priorities	x	x
Strong analytical skills and a critical eye with the ability to confidently make recommendations for improvement	x	x
Excellent and consistent attention to detail	x	x
Empathy and sensitivity to work within an area of fundraising that connects bereaved donors to the organisation, ensuring communications are appropriate and compassionate	x	x
Ability to work with stakeholders at all levels, both internally and externally, and develop trusted relationships	x	x
Ability to work independently and as part of a team	x	x
Enthusiasm, curiosity and drive to learn and develop	x	x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
An understanding of in memory fundraising best practice	x	x
An understanding of basic data protection and GDPR principles	x	
An understanding of Gift Aid	x	

Role information

Key internal working relationships

You'll work closely with the following:

- Wider relationship fundraising team
- Individual giving team
- Legacy fundraising team
- Supporter care and compliance
- Data
- Brand, marketing communications
- Performance and experience
- Digital engagement
- Digital
- Volunteering
- Wider public fundraising team

Key external working relationships

You'll work closely with the following:

- Agencies and suppliers, such as fulfilment houses and consultants
- Charity networking groups and sector peers such as Legacy Foresight
- Networks of new and existing groups, organisations, individuals and companies

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)
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
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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