

# Senior community fundraiser - North & Midlands



**Directorate**  
Engagement

**Team**  
Relationship fundraising

**Reporting manager**  
Community fundraising manager – north and midlands

## 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.

### Job purpose

This role is part of a new strategy to grow long-term sustainable income by enhancing Breast Cancer Now's on-the-ground local community presence.

Firstly, supported by the community fundraising manager, the role will develop a portfolio of new supporters in their region and lead on local income generation opportunities.

Secondly, the role will play a pivotal role in a pilot jointly delivered by the relationship fundraising and corporate fundraising teams, to provide store-level engagement for our award-winning Asda Tickled Pink partnership.

Asda Tickled Pink is the partnership between Asda, Breast Cancer Now and CoppaFeel! Over the last 29 years, Tickled Pink has raised over £100m for people affected by breast cancer and encouraged millions of customers to check their chest. Whilst being a hugely successful partnership, an opportunity to increase engagement and income

within Asda stores has been identified. This role will help to deliver a brand-new pilot which will engage and support stores at a local level.

## **Key tasks and duties**

### **Asda Tickled Pink pilot**

- To dedicate 50% of their role to delivering the Asda Tickled Pink pilot in their regions, representing the partnership to stores.
- To instigate and develop relationships with key Asda stakeholders including regional managers, general store managers, and Asda Community and Customer Champions (ACCCs).
- To inspire ACCCs and their colleagues by raising awareness of Asda Tickled Pink, the impact of the partnership and vital services provided by Breast Cancer Now and CoppaFeel!
- To secure increased engagement from ACCCs, their colleagues and customers to grow fundraising income, by promoting the relevant ways they can get involved.
- Attend events to represent Asda Tickled Pink, Breast Cancer Now and CoppaFeel! – such as in-store fundraisers, quarterly meetings, and awareness talks.
- To share feedback on how the pilot is performing and help generate and implement recommendations to secure a permanent roll out.

### **Relationship management and development**

- To proactively develop a portfolio of new supporters in your region, including individuals, clubs, societies, and local companies.
- To manage relationships with new mid and high value supporters in your region, helping them to maximise their fundraising and creating new long-term relationships.
- To grow the pipeline for repeat and high lifetime value fundraising by identifying and nurturing opportunities from our warm base as well as securing referrals and introductions, and networking.
- To develop and deliver bespoke and tailored stewardship plans for supporters, to ensure they have a wonderful experience and to increase their engagement and lifetime value.
- To be an ambassador at supporter events across your region, raising the charity's profile and enhancing its' reputation.

## **Strategy Delivery**

- With support from your line manager, deliver the relationship fundraising strategy in your region, and harness local fundraising opportunities.
- To proactively identify fundraising opportunities in your local area, which support the broader strategy, turning ideas into action through ownership and great project delivery.
- To provide regular updates and reports on your activity in your area, reporting on income and pipeline of activity.
- To collaborate with the wider public fundraising team, to support broader objectives and income generation opportunities.
- To horizon scan, attend relevant events and maintain relationships across the charity sector to ensure the community programme is sector leading and responsive to emerging trends.

## **Budgeting & finance**

- To provide regular updates on performance against targets, KPIs, your pipeline of activity and actions taken to improve results.
- To help develop budgets and reforecasts for your portfolio and maintain income and expenditure for budgets under your care.

## **Managing the day to day**

- Support the executives on the day-to-day response handling of supporters so an exemplary level of supporter care is provided, and opportunities are spotted. This will include making sure that enquiries are effectively triaged and responded to by the relevant team member, and service level agreements are met.
- Alongside the other senior community fundraisers, ensure that day to day processes and ways of working are effective, improved and well documented.
- To ensure that work is fairly distributed across team members, and that everyone is working together to prioritise the needs of supporters and share workload.

## **Team leadership and cross team working**

- To maintain a positive, inspiring, and respectful culture in the team.
- To work seamlessly with colleagues in relationship fundraising and the national Asda team (which is housed within corporate fundraising).
- To help build relationships with other teams and especially with peers, so that the work of the relationship fundraising team and Asda Tickled Pink pilot is understood and supported.

- To provide brilliant leadership to any future line reports, ensuring they feel supported and developed in their roles. This will include providing guidance and feedback regularly, undertaking annual performance reviews and investing in their personal development.
- To support the work of others in the relationship fundraising team (include the community fundraising operations, in memory, and local business functions) and wider public fundraising department.

**Other**

- A willingness and ability to regularly travel locally and across the UK, and work outside of usual hours in the evenings and at weekends.
- A full clean driving license and unlimited access to a car.
- Based in the Birmingham or Coventry area with great local knowledge.
- To adhere to all Breast Cancer Now policy and ensure all fundraising activity is carried out in adherence to charity law and regulation.
- 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 |
| Demonstratable fundraising experience, working with individuals, groups, clubs and societies, and local companies.                              | x                    | x         |
| Demonstrable experience working successfully with mid or high value and complex supporters.                                                     | x                    | x         |
| Demonstrable experience of securing new fundraising opportunities, building long term relationships from scratch, and delivering income growth. | x                    | x         |
| Demonstrable experience of leading meetings with a variety of supporters, to successfully engage and build relationships with them.             | x                    | x         |
| Demonstrable experience achieving income targets and other KPIs.                                                                                | x                    | x         |

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

|                                                     | Method of assessment |           |
|-----------------------------------------------------|----------------------|-----------|
|                                                     | Shortlist            | Interview |
| Experience of working effectively remotely          | x                    | x         |
| Experience using relationship management databases. | x                    | x         |

## Skills and attributes

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

|                                                                                                                                                                               | Shortlist | Interview |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|
| Excellent relationship building skills, with the ability to adapt your style to effectively engage a wide range of audiences.                                                 | x         | x         |
| A confident communicator, with great verbal skills and the ability to build relationships over the phone and face to face                                                     | x         | x         |
| A natural collaborator, with the ability to work cross organisationally as well as with a variety of external stakeholders.                                                   | x         | x         |
| Strong influencing and negotiation skills, with the ability to persuade and gain commitment from supporters.                                                                  | x         | x         |
| Driven, enthusiastic and determined to deliver and exceed targets; can deal positively with setbacks and is able to identify and implement solutions to resolve difficulties. | x         | x         |
| Excellent time management and organisational skills with the ability to plan and prioritise work, manage conflicting demands and meet deadlines.                              | x         | x         |
| Data literate and numerate, with the ability to interpret and action data and insight and KPI's.                                                                              | x         | x         |
| Excellent written and verbal communication skills.                                                                                                                            | x         | x         |

## Knowledge

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

|                                                                    | Method of assessment |           |
|--------------------------------------------------------------------|----------------------|-----------|
|                                                                    | Shortlist            | Interview |
| Knowledge of community and relationship fundraising best practice. | x                    | x         |
| Knowledge of fundraising compliance and GDPR.                      | x                    | x         |

# Role information

## Key internal working relationships

You'll work closely with the following:

- National Asda team, housed with the corporate team
- Supporter care and fundraising compliance
- Data
- Legal
- Brand and comms
- Supporter experience
- Marketing
- Digital engagement
- Digital products
- Volunteering
- Wider public fundraising directorate

## Key external working relationships

You'll work closely with the following:

- Asda and CoppaFeel! as part of the Asda Tickled Pink pilot
- Asda representatives including regional managers, store managers, and Asda Community Champion Coordinators
- Supporters including individuals, clubs and groups, and local businesses
- Charity networking groups and sector peers

## General information

|                      |                                                                                                                                                                                                                                                                                                                                                                     |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Role location</b> | This role is remote with regular travel to meet supporters. Occasional travel to our London and Sheffield office will be required.                                                                                                                                                                                                                                  |
| <b>Induction</b>     | It's important you have a positive induction experience and therefore, you'll be asked to consider coming into the office during your initial period of employment. This will enable you to get to know your team colleagues quicker. This also allows your induction process to be meaningful and comprehensive, allowing for support to be provided more readily. |
| <b>Hours of work</b> | 35 per week, Monday to Friday<br>[we're open to considering a four-day week for this role]                                                                                                                                                                                                                                                                          |

|                                                           |                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Contract type</b>                                      | 18 month fixed term                                                                                                                                                                                                                                                                                                                                                              |
| <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.                                                                                                                                                                                                                                                                                |
| <b>Our commitment to equity, diversity, and inclusion</b> | 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. 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](https://breastcancernow.org)

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