

Senior digital insight analyst

Directorate

Engagement

Team

Data team

Reporting manager

Senior insight 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 inspiring people to get or give support. We are responsible for the £47m annually we raise today and for the growth to £69m annual income by 2029/2030, including in addition to a further £50m raised from our major Campaign.

We create engaging and motivating propositions that inspire our key audiences to join us by giving their time, money and voice, whether they be corporate partners, philanthropists, regular givers, fundraisers or campaigners

We also share health information and stories that increase awareness around breast health and support for people affected by breast cancer.

The directorate puts relationships at its heart, using data and insight to shape and drive brilliant relationships and experiences, ensuring people who engage with Breast Cancer Now – whether they are supporters of us or have been supported by us – 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 a unified voice.
- 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 through focusing on the challenge of dormancy and metastatic (incurable) breast cancer.
- 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.
- Nurture great relationships with funders, partners and suppliers to create aligned priorities, shared purpose and targets to deliver our best work for people affected by breast cancer. 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

To lead on our digital analytics and develop high-quality insight that improves user experience, increases engagement, strengthens decision making and enhances performance in line with our strategic objectives. Specifically:

- To lead on digital tracking and ecommerce setup to ensure accurate and legally compliant measurement and identify opportunities to improve our performance., for example through conversion rate optimisation tests
- To lead on the development and maintenance of digital dashboards, allowing teams across Breast Cancer Now to self-serve and make data-informed decisions
- To champion the use of digital insights, both qualitative and quantitative, to guide improvements across products, services and user experience for our diverse audiences
- To translate data into actionable insights to inform strategic and operational

decision making across the organisation

- To ensure we are capturing the right thing in the right way at the right time.

Key tasks and duties

Digital analytics leadership

- Work with the senior insight manager to define and lead on our strategic approach to digital measurement and analytics standards in line with our strategic objectives
- Be the product owner for analytics systems and software including google analytics 4 (GA4), google tag manager (GTM), looker studio
- Work in multi-disciplinary teams to embed best practice in digital analytics and insight
- Proactively identify trends, anomalies, or opportunities in digital performance data to guide continuous improvement initiatives
- Support the digital team (product, content and UX) in understanding, evaluating and improving the impact our digital experiences
- Deliver training to build colleagues' confidence in using analytics tools and interpreting data
- Champion a data-informed culture across digital and service teams, ensuring that decisions are grounded in a deep understanding of real user behaviour

Tracking, tagging and technical implementation

- Implement and manage GTM to ensure accurate tracking and integration across digital platforms
- Lead on one trust cookie control implementation and optimisation, ensuring compliance
- Ensure high data quality, consistent tagging, and aligned measurement frameworks across all digital products by overseeing digital tracking standards, documenting procedures, processes and code that supports accurate analytics
- Monitor analytics platforms, identify and troubleshoot issues, and coordinate solutions with the digital team and agencies
- Support in the development of the organisation's data warehouse, with various data inputs, and associated data processes

Insight and analysis

- Develop and maintain a suite of self-serve dashboards that enable teams to monitor performance, set meaningful metrics, and make informed decisions
- Produce high-quality written reports and insight presentations tailored to stakeholders' needs

- Oversee our collation of digital KPIs, providing a monthly insight report to internal stakeholders. Make insight-based recommendations on KPIs to track and targets to attain
- Benchmark performance across digital products and audiences
- Combine digital analytics with relevant internal data sources (including the CRM) to enrich data analysis

User experience and optimisation

- Analyse and interpret product performance (conversion rates, task completion, usability, SEO, accessibility, uptime)
- Identify friction points, test hypotheses, and support product and UX decisions
- Lead and run A/B and multivariate testing to understand user behaviour with the aim of improving and optimising user experience
- Share actionable insights that drive continuous improvement across journeys and products

Communication and relationships

- Work closely with the data & digital team, especially the insights team, data analysts, product managers, UX, and content and external agencies
- Collaborate with the digital product operations manager and agencies to maintain GA4 tracking and data architecture
- Communicate complex data from social listening, user testing and other sources – in a clear and accessible way for different audiences
- Work with the data warehouse developer to explore opportunities to combine our digital and CRM data in the data warehouse to expand our impact and accessibility
- Have a naturally curious mindset, constantly asking questions, exploring unexpected patterns, and seeking to understand the people behind the data

General Responsibilities

- Document procedures, processes and code that support insights and analysis activities
- Maintain high standards across the team and ensure key processes are followed.
- Ensure compliance with data standards and privacy regulations
- 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 embedding Google Tag Manager and configuring Google Analytics 4 across digital platforms	x	x
Experience of leveraging Google Analytics 4 and Looker Studio to analyse website performance	x	x
Experience of data analysis and reporting for digital products with a focus on user experience and customer journeys, and digital optimisation	x	x
Experience implementing One Trust Cookie Control and overseeing digital tracking standards with internal teams and external agencies.	x	x
Experience of creating insightful dashboards with Looker Studio, and providing actionable recommendations to optimise digital strategies		
Experience in conversion rate optimisation testing	x	x
Experience in A/B and multivariate testing	x	x
Experience of informing the optimisations of user journeys, products and channels using data and insight	x	x
Experience in data visualisation tools (we use Looker studio for digital analytics and PowerBI)	x	x
Experience of presenting effectively to a wide variety of audiences	x	
Awareness, understanding and interest in current and emerging digital trends	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Strong stakeholder engagement skills		x
Highly analytical, with excellent numerical and problem-solving skills	x	x

Ability to communicate complex processes, data and technical knowledge through simple, accurate, unambiguous language and visualisations		x
Ability to prioritise tasks, manage conflicting demands and meet tight deadlines	x	
Confident and proactive to make actionable recommendations based on data and insight		x
Curiosity and a drive to learn and innovate	x	
A high degree of accuracy and attention to detail		x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Knowledge and experience of data protection and compliance	x	

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

	Method of assessment	
	Shortlist	Interview
Knowledge and experience of the specific analysis requirements of digital fundraising	x	
Working knowledge of HTML and Javascript	x	

Role information

Key internal working relationships

You'll work closely with the following:

- All departments and directorates as required, but with special emphasis on:
 - Digital team
 - Fundraising products and marketing
 - Performance and experience team
 - Brand marketing and communications team
 - Policy, evidence and influencing team
- Work closely with the senior supporter insight lead and data team (CRM), and social listening manager to integrate digital insights with constituent insights
- The services teams to develop ways to measure service engagement and conversions
- The publishing and clinical teams to provide insight on how patient information is consumed and advise on optimisation

Key external working relationships

You'll work closely with the following:

- Digital analytics platform suppliers
- External agencies to set up digital marketing campaign tracking and reporting

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: 6 th 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

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 December 2025

Find out more about us at
breastcancernow.org

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CANCER
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