

Senior manager, brand marketing

Directorate

Engagement

Team

Strategic marketing and communications planning

Reporting manager

Head of strategic marketing and communications planning

Direct reports

Senior officer, brand marketing

Brand marketing officer

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.

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 four teams

- Brand, marketing & communications
- Public fundraising
- High value partnerships & Campaign
- Digital & Data

Job purpose

As part of our new 2025-2030 organisational strategy, we have ambitious plans for growth of our awareness, understanding, trust and engagement, to support the impact we can have for people affected by breast cancer and have secured significant investment in our brand marketing programme to achieve this. The senior marketing manager role is pivotal to the success of these growth ambitions.

This role will lead the brand marketing team to plan, develop and deliver the charity's brand marketing programme, to include multi-channel advertising bursts and PR activations. Working closely with stakeholders across the charity and with our key agency partners, Ogilvy and The Kite Factory, develop briefs, oversee campaign delivery and analyse performance.

It will also have responsibility for managing our brand health, working with the Head and with research and media agencies to set key performance indicators, monitor and analyse results, to identify areas for development and improvement.

Key tasks and duties

Brand marketing

- Plan, develop and deliver the brand marketing programme, to build brand awareness, understanding, trust and engagement. Activity to be agreed and spaced throughout the year, working to ensure all brand marketing and communications are delivered on-time, efficiently and achieve desired results
- Manage the team to develop, end-to-end, multi-channel advertising bursts and PR activations, working across paid media channels such as TV, radio, social, display and OOH and with owned, earned and shared media leads to ensure integration
- Working in close partnership with our agencies and internal stakeholders, developing briefs, creative, overseeing campaign delivery, managing approvals process and setting up reporting requirements
- Lead working group and status meetings through campaign periods, ensuring stakeholders are kept updated on progress and performance, making recommendations and actioning optimisations and other areas for improvement

Marketing strategy and planning

- Working with the head of strategic marketing and communications planning to develop and deliver the brand marketing strategy
- Develop a strategic approach to campaign development, carefully considering how best to utilise six figure expenditure budgets
- Work closely with other members of the strategic marketing and communications planning team, to ensure strategic direction is aligned across all marketing and communications and investment is maximised
- Deliver annual planning, budgeting and regular reforecasting for areas of accountability
- Be an integral part of the planning process and development and delivery of the brand marketing strategy, including providing analysis and recommendations for future campaigns
- Work across the organisation, with a wide range of internal stakeholders, including senior leadership, to support buy-in and momentum of new and innovative campaigns across the brand marketing programme

Measuring marketing performance

- Track and analyse marketing campaign performance, make optimisations and prepare contingency plans where appropriate, should performance fall below target
- Conduct regular monitoring, analysis and evaluation of campaigns and activity, maintaining detailed records of performance and trends, reporting regularly to relevant stakeholders on outcomes and recommendations
- Manage the brand health KPIs, working with the Head and with research and media agencies to set, monitor and analyse results. Share reports, identifying areas for development and improvement, to assist planning and decision-making

Team management

- Provide line management, support and supervision to your team (1x senior officer, 1x officer) to ensure they achieve their objectives and develop in their roles
- Review team processes and work across the strategic marketing and communication planning team, to ensure effective ways of working
- Roll out the budget across the team, monitor campaign expenditure trackers, ensuring a clear understanding of allocated spend and expected results
- Build strong and collaborative relationships with internal teams, helping to ensure the team's work is planned, prioritised and well supported
- Cascade key and relevant information to direct reports in a timely and efficient manner, championing open channels of communication and support across the team

Other

- Support the work of the wider team plan and strategy through team meetings and project work
- Stay abreast of sector-wide activity, best practice and emerging trends which could impact the performance of marketing activity, make recommendations and reporting as 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
Excellent experience in a brand marketing management role	x	x
Excellent experience of delivering multi-channel brand marketing campaigns (e.g. TV, radio, social, display and OOH)	x	x
Proven experience in project planning, management and delivery	x	x
Experience of working with external agencies, such as creative and media	x	x
Experience of monitoring and setting significant marketing budgets	x	x
Experience of measuring and reporting on brand health and campaign performance	x	x
Experience of commissioning research and testing – concept testing, through to pre-testing and A/B testing	x	x
Experience of line management - staff development, coaching and performance management	x	x

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

	Method of assessment	
	Shortlist	Interview
Health and science issues relating to breast cancer		x
Patient involvement in campaign planning and development		x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Strong project management skills – planning, scheduling and budgeting	x	x
Excellent stakeholder management skills, including influencing senior stakeholders	x	x
Excellent supplier (agency) management skills	x	x
Clear and concise communication skills, both written and verbal, and the ability to cut through complexity	x	x
Ability to work at pace, managing multiple complex projects to meet specified deadlines	x	x
A passion for brands and brand marketing – be actively engaged in the marketplace and aware of developments in the sector		x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Excellent knowledge of the range of media channels and platforms used for brand marketing	x	x
Knowledge of marketing planning and its role in increasing brand awareness	x	x
Knowledge of developing audience segments, audience led marketing and messaging frameworks	x	x
Knowledge of market research methodologies	x	x

Role information

Key internal working relationships

You'll work closely with the following:

- Brand and communications team
- Digital engagement team
- Media and PR team
- Ambassadors, talent and case studies team
- Wider organisation

Key external working relationships

You'll work closely with the following:

- Agencies, freelancers and consultants
- Supporters, patients and campaigners

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	<p>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.</p>
Immigration, Asylum and Nationality Act 2006	<p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>
Our commitment to equity, diversity and inclusion	<p>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.</p>

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 January 2026

Find out more about us at
breastcancernow.org

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