

Senior digital marketing officer, email



Directorate
Engagement

Team
Brand, marketing and communications

Reporting manager
Senior digital marketing manager, email

Direct reports
Digital marketing coordinator, email

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. Senior digital marketing manager – email (job share) Directorate Engagement Team Brand, marketing and communications – digital engagement Reporting manager Head of digital engagement

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 senior digital marketing officer, email is a key part of our strategic approach to digital engagement. The role will work autonomously and collaboratively with all teams to improve our email marketing and lead on email marketing campaigns.

This position will have a high level of technical knowledge and experience of relevant platforms and delivering results. They will be working to improve deliverability and

engagement of our communications, as well as the supporter experience of those receiving them.

The senior digital marketing officer, email will also maintain positive close working relationships across the charity and with external platforms and partners for this work to be effective.

Key tasks and duties

Email

- Line manage the digital marketing coordinator, email, supporting their development
- To proactively create methods and systems to improve the way emails are developed and to maximise the effectiveness of the charity's email marketing programme
- To advise on, supervise or create and send, email marketing or stewardship campaigns
- To champion the importance of email engagement and work across the charity and with partners to ensure this is maximised and maintained
- To work across reducing the impact of unsubscribes on supporter experience
- To advise teams on email writing best practices in line with our brand guidelines and work with teams to amend and improve copy
- To create and send automated campaigns to welcome new users to our services and on-board new supporters across different touch points
- To create training materials (videos, guides, etc.) and train teams to send their own email campaigns and provide ongoing support as required
- To set up testing on all relevant email campaigns and support teams to carry out their own tests
- To measure all email marketing activity and make changes based on these measures to help us achieve our key goals
- To suggest and implement technical improvements to email templates, automation methods, etc., to improve deliverability and allocation of resources
- To work with the data team to manage suppression lists and update records
- To manage agency and supplier relationships as required

Analytics

- To take action to improve and optimise our emails based on the relevant analysis

- To report on meaningful metrics throughout and at the end of campaigns using relevant data

Cross-team working

- To work with the rest of the digital engagement team to ensure seamless supporter journeys from off-site channels to our owned products
- To work with teams across the charity to support integrated campaigns through digital channels
- 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 ambassador for digital, particularly within email marketing, and what we can do for other teams around the organisation to help them achieve their goals

General

- To be an effective member of the team, presenting a positive impression of the team and the service
- To proactively suggest digital solutions to support other teams', remaining positive when faced with challenges and using insight to guide decisions in an empathetic and understanding way
- 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 adhere to the charity's data protection and health and safety policies
- To work in line with the organisation's equal opportunities policy and ensure its principles are applied within this area of responsibility
- To adhere to Breast Cancer Now's health, safety and wellbeing policy and procedure and all other HR-related policies and procedures
- To undertake any other duties that are within the scope and remit of the role and as agreed with your manager

Person specification

Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
Strong experience using email marketing systems to produce engaging emails	X	X
Demonstrable experience in digital marketing, digital fundraising or similar	X	X
A good understanding of online user experience requirements	X	X
Experience of leading or working in project teams	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience of managing a direct report and supporting their development	X	X
Experience using Adestra or similar email service provider	X	X

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent communication skills		X
Excellent organisational skills, with the ability to work under pressure and to tight deadlines	X	X
Self-motivate and work both independently and co-operatively as a member of a team	X	X
Ability to show tact and discretion when dealing with sensitive and confidential information	X	
Ability to work with a high attention to detail	X	X
Curiosity driven, always staying on top of digital technologies	X	X
A flexible approach to digital projects	X	
Maintains a solution-focused approach when faced	X	X

with challenges		
An enthusiastic and genuine commitment to Breast Cancer Now's work	X	X
A team player who is collaborative	X	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 work variable hours, with occasional weekend and evening work and to travel within the UK	X	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Knowledge and experience of digital trends	X	X
Understanding of email best practices	X	X

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

	Method of assessment	
	Shortlist	Interview
Understanding of deliverability principles	X	

Role information

Key internal working relationships

You'll work closely with the following:

- Digital engagement team
- Data team
- Brand, marketing and communications team
- Supporter care and compliance team
- The wider engagement directorate
- Support and influencing directorate
- Research and public health directorate
- Operations directorate

Key external working relationships

You'll work closely with the following:

- External agencies as and when required, including design and digital agencies
- Email platforms and suppliers

General information

Role location and our hybrid working model	<p>This role is based in our London, 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:</p> <p>6th Floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)</p> <p>or</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday to Thursday)</p>
Induction	<p>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.</p>
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 February 2026

Find out more about us at
breastcancernow.org

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