

# Senior community fundraiser Scotland



**Directorate:**  
Engagement

**Team:**  
Relationship fundraising

**Reporting manager:**  
Community fundraising manager, northwest & Scotland

## 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 community fundraising team is responsible for building exceptional relationships through attracting, engaging and retaining a range of community audiences including individuals, clubs, societies, and local businesses, to drive income. Community fundraising is responsible for the full supporter journey, from mass market 'DIY fundraising' to high value relationships with an overall income target of £3.3m.

Specifically, the role of the community fundraiser is:

- To develop relationships and provide brilliant relationship management and personal stewardship to meet or exceed income targets
- To proactively grow the number of long-term supporters and increase the pipeline
- To play an active role in the day-to-day delivery of the community fundraising programme, helping to achieve strategic objectives

## Key tasks and duties

### Relationship management & development

- To manage and develop relationships to maintain and grow income
- To relationship manage new supporters, helping them to maximise their fundraising and creating new long-term relationships to grow income
- To develop and deliver bespoke and tailored stewardship plans for existing and new supporters, to ensure they have a wonderful experience and to increase their engagement and lifetime value
- Work with the community fundraising executives to make sure that all opportunities to increase engagement, income and the retention of our supporters are maximised
- To develop and deliver effective and engaging cross-channel supporter journeys, developing resources, content and materials as required, to engage a range of community
- To be an ambassador at supporter events across your regions. This will include speaking about Breast Cancer Now to raise the charity's profile and enhance its' reputation

### Strategy delivery

- With the support of your manager, project manage key activity. This may include marketing, reward and recognition events, audience engagement and supporter journey initiatives
- 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 portfolio of supporters and programme performance, reporting on income versus target and your pipeline of activity
- 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

### 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. This will include making sure that

enquiries are triaged and responded to by the relevant team member effectively, and service level agreements are met

- Alongside the other community fundraisers, ensure that day to day processes are effective and well documented, actively work to improve and optimise these processes, with support from other teams such as the data team
- 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

### **Budgeting & finance**

- To support the manager and senior manager in the development of annual budgets, plans, reforecasts and KPIs by providing ideas and insight on the performance of your area
- To manage income and expenditure for budgets under your care
- To provide regular updates and reports on income performance for your area, including performance against KPIs, actions taken to improve results and your pipeline of activity

### **Cross team working**

- To support the work of others in the community team. This will include working closely with community fundraising operations, in memory, local business and the fundraising products teams
- To build relationships with other teams and especially with peers, so that the work of the community fundraising team is understood and actively supported
- To constructively work with others, to support wider organisational goals

### **Other**

- To be an ambassador at events, ensuring that the charity's profile and reputation are enhanced
- A willingness and ability to travel across the UK, and occasionally overseas, and work outside of usual hours
- To adhere to all Breast Cancer Now policies and ensure all fundraising activity is carried out in adherence to charity law and regulation
- 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
Demonstrable fundraising or account management experience	X	X
Demonstrable experience of securing new income and delivering growth	X	X
Demonstrable experience of leading meetings with a variety of stakeholders to successfully engage and build relationships with them		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 working as part of a team with some remote working		X
Experience of working in a busy, supporter or customer facing environment.	X	X
Experience using relationship management databases	X	X

## Skills and attributes

It's essential for you to have the following:

	Method of assessment	
	Shortlist	Interview
Excellent relationship building skills, with the ability to adapt your style to effectively engage a wide range of audiences.		X
A confident communicator, with great verbal skills and the ability to build strong relationships over the phone and face to face.	X	X
Excellent written skills, with the ability to write persuasive letters, emails and presentations and tailor		X

them to a range of audiences		
Strong influencing and negotiation skills, with the ability to persuade and gain commitment from supporters		X
Naturally committed to the very highest standards of supporter care and relationship management		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
Excellent time management and organisational skills with the ability to plan and prioritise work, manage conflicting demands and meet deadlines		X

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

	Method of assessment	
	Shortlist	Interview
Data literate and numerate, with a good understanding of relevant KPIs and the ability to interpret audience insight and develop robust recommendations	X	X

### Knowledge

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

	Method of assessment	
	Shortlist	Interview
Knowledge of Glasgow and the local area	X	X

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

	Method of assessment	
	Shortlist	Interview
Knowledge of fundraising regulations		X

# Role information

## Key internal working relationships

- Digital engagement team
- Digital team
- Data team
- Performance and experience team
- Brand and communications
- Supporter care and fundraising compliance
- Wider community & events 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
- Supporters, including new and existing groups, organisations, individuals and companies

## General information

<b>Role location and our hybrid working model</b>	<p>This role is based in our Glasgow 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>Robertson House, 152 Bath St, Glasgow G2 4TB (open Monday to Thursday)</p>
<b>Induction</b>	<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>
<b>Hours of work</b>	<p>35 per week, Monday to Friday</p>

<b>Contract type</b>	Fixed term contract
<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. 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 March 2026

Find out more about us at  
[breastcancer.org](https://breastcancer.org)

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support charity