

Directorate

Engagement

Team

High value partnerships & Campaign

Reporting manager

Senior Partnerships Manager

Direct reports

None

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 the Chief of Engagement with a leadership team of 4 directors of the following areas:

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

Job purpose

- The corporate partnership manager sits within the corporate partnerships (account management) team, which raises over £2.5 million annually through a range of long-term partnerships across multiple sectors. This includes ghd, M&S, Primark, tombola, Everyone Active and more!
- To be responsible for managing a portfolio of significant 5 and 6 figure partnerships,

spanning various industries and featuring diverse income streams and objectives.

- The primary focus of this role is to develop, maximise, and grow these shared-purpose and commercial partnerships. In particular, continually working to increase income and deliver strategic opportunities that ultimately strengthen our relationships whilst delivering maximum impact for all those affected by breast cancer.
- In addition this role works collaboratively across the corporate partnerships team and the wider organisation. We expect the role holder to lead by example, share insights and best practice to ensure we consistently deliver value & exceed partner expectations.
- The role holder is expected to be proactive in suggesting and implementing changes to enhance partnership processes, adapting and evolving to meet the needs of our partners and ensure high quality, strategically led partnership activity.

Key tasks and duties

To include:

Account management and strategic planning

- Provide first-class account management to a portfolio of multi-faceted partnerships across a wide range of sectors and varying partnerships objectives.
- Represent Breast Cancer Now to external audiences and have the ability to adapt communication approach from key partnership contacts to our supporters and service users.

Partnership development

- Proactively and independently explore opportunities and methods to increase partnership outputs (financial or strategic), aligning efforts with Breast Cancer Now's broader strategic objectives.
- Build and facilitate key relationships at all levels within each partnership, either directly or through stakeholder-mapping, ensuring that the business develops a strong relationship with the charity which transcends individual relationships.

Income management

- Manage the income and expenditure budgets of your 6-figure portfolio. Liaise with your manager and the head of corporate partnerships to highlight risks and opportunities (this is monthly), supporting the head of corporate partnerships to set a realistic but ambitious budget during the financial forecasting process.
- With the support of your manager and the head of corporate partnerships, negotiate terms and contracts with new and re-committing partners to ensure maximum value for the charity.

Legal and compliance

- Work with relevant internal teams to ensure that any potential partnership is compliant legally and will deliver activity to a best practice standard.
- Keep accurate records through files and Breast Cancer Now's database, to collect information for the organisation.

Cross team working

- Lead by example and work alongside colleagues in the corporate partnerships team to share and take learnings from across the partnership portfolio.
- Build a strong internal profile, liaising with colleagues at all levels at Breast Cancer Now to ensure that we are utilising internal experience and resource for future development of partnerships.
- Add value by leading on strategic cross team projects where appropriate, innovating new fundraising ideas and collaborating with the wider team to ensure that we are as effective and efficient as possible.
- Deputise for the senior corporate partnerships manager when required.

General

- 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 delivering first-class account management of a range of five and six-figure partnerships with fundraising mechanics, either from the charity or business side of the partnership, with evidence of how you have grown a partnership	X	X
Experience of working with contacts across a partner's business, with differing levels of seniority to retain, grow and secure business	X	X
Experience of budget management across multiple income streams	X	X
Experience of working on a variety of projects and the ability to simultaneously manage a wide range of tasks	X	X
Experience of developing or working with internal working groups, influencing and negotiating with teams of various seniority	X	X
Experience of measuring and reporting impact, covering outputs and outcomes	X	X
Experience of digital fundraising and content generation across various platforms	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience of working in a fast paced, multi-faceted environment	X	
Experience of transforming existing transactional partnerships into shared purpose partnerships to deliver organisational objectives	X	
Commercial acumen, for example demonstrated in the delivery of high-value CRM agreements	X	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Exceptional relationship management skills with the ability to manage stakeholders at all levels	x	x
Excellent written and verbal communication skills, with the ability to communicate and influence a wide range of audiences	x	x
Strong organisational, project and time management skills with the ability to use own initiative, prioritise and demonstrate a problem-solving approach	x	x
Ability to adapt proactive fundraising plans to meet the changing needs of both the business and the charity	x	x
Ability to think creatively to identify opportunities (financial or strategic) to maximise partnership potential for Breast Cancer Now and to secure buy in from external stakeholders through influencing and developing tailor made proposals to meet your partners' needs	x	x
Demonstrable ability to work collaboratively across departmental boundaries to achieve shared organisational goals	x	x
A proven ability to deliver against income targets	x	x

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

	Method of assessment	
	Shortlist	Interview
Think in a clear minded fashion and plan strategically for long term success	x	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
An understanding of the corporate fundraising sector and the changing demands of partnerships	x	x
An understanding of shared purpose partnerships and the benefits to both the organisation and Breast Cancer Now	x	x

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

	Method of assessment	
	Shortlist	Interview
An awareness of the issues people affected by Breast Cancer can experience	x	

Role information

Key internal working relationships

You'll work closely with the following:

- Corporate partnerships team - notably colleagues within each sub team of account management, new business, and Asda.
- Research, support and influencing directorate - to harness their expertise to further engage and develop partnerships.
- Brand, marketing and communications teams (including Press, PR and celebrity, digital, research comms) - to build and maximise campaigns and activations and to identify future opportunities to engage corporate partners.
- Fundraising teams to ensure that the partnerships continue to deliver added value across Breast Cancer Now.

Key external working relationships

You'll work closely with the following:

- Key contacts and senior teams across all your partnerships.
- Peers in the charity sector for networking and shared experience.

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 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 April 2026

Find out more about us at
breastcancer.org

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CANCER
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support charity