

Directorate

Engagement

Team

High value partnerships and campaign department

Reporting manager

Senior trusts & statutory 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, 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 Trusts and statutory manager will lead on growing our small to mid-value fundraising portfolios. Prioritising gold standard relationship fundraising across a high volume of partnerships, the manager will produce consistently high quality, and compelling communications / applications. From small trust programme mailings to tailored grant applications – the manager will be responsible for securing gifts up to £75,000.

The Trusts and statutory manager will deliver engaging stewardship journeys for both new and existing supporters, while proactively identifying opportunities for growth across the pipeline. The manager will play a key role in helping to grow our wider trusts and foundations fundraising, working closely with the senior trusts and statutory manager, and head of trusts and statutory development.

Key tasks and duties

Raise income from national and regional charitable trusts:

- Manage and cultivate a portfolio of small and medium sized charitable trusts and foundations with a capacity of making a gift up to £75,000
- Achieve agreed income targets from current warm, lapsed and new supporters with a focus on establishing and growing a medium trusts programme
- Write and develop compelling proposals and propositions about our work, working with relevant teams across the organisation to ensure they are accurate, impactful and presented to the highest standards of Breast Cancer Now's visual brand and tone of voice principles
- Collaborating with our charitable activity teams to communicate the charities' work appropriately to key prospects including:
 - preparing bespoke reports and proposals
 - writing short case-studies and in-depth project descriptions
 - interpreting and presenting complex financial and scientific data
 - presenting clearly orally or in writing
- Work closely with the senior trusts and statutory manager to develop a strategic and structured approach to trust fundraising, at small to mid-value gift levels, with a focus on growth
- Lead on delivery of the Small Trust Programme mailing series, including:
 - development of compelling proposal
 - maintaining the prospect pipeline
 - maintaining the relevant tags and attributes across the relevant records
 - running the mail merge
 - posting the mailing
 - updating the interaction globally for all relevant prospects
 - ensuring prompt and engaging thanking

Support trust and foundation fundraising against restricted opportunities and campaigns:

- Support prospect development work with head of trusts and statutory development, senior trusts and statutory manager and prospect research team
- Manage assigned campaign prospects with capacity of making a gift up to £75,000, with development opportunity to work on some higher value opportunities up to £100,000
- Engage in meetings and communications with senior volunteers providing connections to your assigned campaign prospects

Prospect research:

- Identify new trust and foundation prospects with capacity of making up to a 5-figure grant
- Manage and develop a strong pipeline of approaches / applications / and stewardship tasks
- Periodically review and refresh our small trust programme prospects to ensure a strong and current pipeline of potential prospects

- Proactively engage in the team's prospect development sessions, offering support and new ideas on other high value & campaign teams' prospect development work
- Engage effectively with the data on our CRM to identify opportunities for maximising gift potential from existing and lapsed supporters
- Work alongside the senior trusts and statutory manager, and the head of trusts and statutory development to support on prospect development for the campaign
- Work alongside the prospect research team to build knowledge on key prospects, produce briefing guides for key meetings, and bios for event attendance
- Qualifying potential prospects through verbal / email outreach with the trust or foundation

Research and apply to relevant statutory source (up to £75,000)

- Monitor statutory funding schemes to identify relevant opportunities for Breast Cancer Now to apply
- Where relevant, develop an approach and application to identified statutory funding source

Deliver gold-standard stewardship journeys for new and existing supporters:

- Design and deliver gold standard stewardship journeys for all trusts and foundations donating up to £75,000 to Breast Cancer Now – maximising opportunities for project / office visits, meetings with senior leadership team, our scientists and other key internal stakeholders
- Ensure written reports, proposals and thank you letters are compelling, accurate, engaging, and follow best practice
- Establish key working relationship with the case study team to help demonstrate the personal impact of breast cancer in all relevant communications

Strengthening our processes and programmes:

- Develop effective relationships with senior Breast Cancer Now stakeholders to maximise their contribution to the success of the trusts programme
- Establish relationships with potential connectors and senior volunteers with the capacity to make introductions to your assigned prospects
- Evaluate each area of your activity to improve performance in following years, identifying resource levels required to meet income and expenditure targets and ensure sustained growth

Financial monitoring, planning, and recording:

- Establish yourself as the key point of contact with the supporter care team for day-to-day monitoring of all trusts and foundations income, reporting into the Head of trusts and statutory development
- Maintain accurate records on the CRM database for all interactions including asks, mailings, updates, meetings, and income for all your assigned prospects
- Monitor the team's wider income, taking a leading role in management of unsolicited income and monitoring outstanding pledges
- Ensure all funds received from your assigned prospects are accurately allocated and coded on our CRM database

Sector awareness:

- Participate in trusts fundraising network groups to gain up to non-publicly available insight into trusts and foundations in our pipeline
- Maintain excellent knowledge of grant giving bodies, the charity sector and trends, identifying and capitalising on opportunities for the charity

Representing Breast Cancer Now

- Be an ambassador at events, supporting the delivery of the charity's vision and ensuring that the charity's profile and reputation are enhanced
- Work actively with other colleagues and wider organisational goals
- Champion philanthropic engagement and activity to ensure that organisationally we're maximising opportunities to achieve the greatest return
- Adhere to all Breast Cancer Now's policies and procedures
- Handle data in accordance with Breast Cancer Now's data protection 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
Proven experience of regularly securing 5-figure gifts from grant-giving charitable trusts / foundations	X	X
Demonstrable experience of managing a large pipeline of charitable trust / foundation prospects for both income generation and stewardship purposes	X	X
Demonstrable experience of securing and managing multi year funding grants	X	X
Evidence of delivering growth across your pipeline or portfolio	X	X
Experience of working across teams and departments to steer your communications and relationship building with prospects	X	X
Experience of using a charity CRM system to plan effectively and report on activity	X	
Experience of delivering gold-standard supporter journeys for existing and new supporters	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience of working with senior volunteers / trustees to unlock further insight on key prospects	X	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent interpersonal and communication skills towards building high-value funding partnerships	X	X
Outstanding written communication skills with the ability to produce clear and compelling proposals and reports	X	X
Ability to work under own initiative towards proactively achieving fundraising goals	X	X
Ability to monitor and report on team income generation	X	
Evidence of strong prospect research skills – having identified prospects which have gone on to support with a gift	X	
Ability to perform role in a professional, approachable, and flexible manner	X	
Ability to be an active team player and supportive of wider department / organisational activity	X	
Energy and willingness to work outside of 'normal' office hours on occasion		X

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

	Method of assessment	
	Shortlist	Interview
Creative design skills / ability to apply design elements to written communications	X	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Excellent knowledge of the charitable trust / foundation environment including current trends of giving; competitor awareness; and challenges in the grant funding environment	X	
Knowledge of key prospect research tools for	X	

identification of new prospects		
Working knowledge of key data protection legislation in relation to your relationship fundraising	X	

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

	Method of assessment	
	Shortlist	Interview
An understanding of cancer and the wider issues it causes	X	
An understanding of major fundraising campaign delivery	X	

Role information

Key internal working relationships

You'll work closely with the following:

- Head of trusts and statutory development
- Senior trusts and statutory manager
- Prospect research team
- Finance team
- Supporter care team
- Ambassadors, talent and case studies team

Key external working relationships

You'll work closely with the following:

- Professional / volunteer representatives of charitable trusts and foundations

General information

Role location and our hybrid working model	<p>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:</p> <p>6th Floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)</p>
Salary range	£40,000 to £42,000 London based
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 April 2026

Find out more about us at
breastcancer.org

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