

Fundraising products marketing officer

Directorate
Engagement

Team
Public fundraising and marketing

Reporting manager
Community and events marketing manager

Date of job description
June 2026

Our charity

We're Breast Cancer Now, the UK's leading breast cancer charity. And we're combining the power of science and support to change breast cancer. Now.

We're funding world-class science now, so no one dies of breast cancer in the future. We're here with life-changing support now, so no one has to face breast cancer alone. And we're running groundbreaking campaigns now – for better awareness, quicker, earlier diagnosis and access to treatments.

We've been making change happen for over 50 years, and we're not stopping now. Because we have a bold vision. That by 2050, everyone with breast cancer will live and live well.

We can't do it on our own. But together, we can make change happen. 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

To help plan and deliver inspiring and effective marketing activity, supporting on two of our flagship products – the Pink Ribbon Walks and Walk 100 virtual challenges. Support on other projects across the products and marketing team.

Key tasks and duties

Marketing campaign planning:

- Support community and events marketing manager with the year-long marketing campaign planning process, ensuring that we have well thought through campaign plans in place in good time for campaign launch
- Executing aspects of the Pink Ribbon Walks and Walk 100 virtual challenges marketing campaigns, as agreed with the community and events marketing manager. This includes managing and coordinating with agencies and internal teams as necessary, enabling us to maximise response to every campaign
- Developing and delivering engaging content and visual assets for all marketing channels in line with our brand guidelines

- Delivering marketing activity across online and offline channels - including but not exclusively – paid social, search, display, email, radio, direct marketing, print and telemarketing
- Working with the community and events marketing manager, ensure that data selections for campaigns are well thought out, accurate and optimised to reach the right audiences
- Briefing internal teams within SLAs (including data selections, brand, digital & compliance) to ensure seamless campaign delivery and strong internal working relationships
- Working with Power BI and our database to track and monitor marketing performance
- Along with the community and events marketing manager – be responsible for ensuring that all marketing activity is compliant, in line with regulation and operating within best practise guidelines
- Plan, execute and evaluate other marketing campaigns as required by the public fundraising team and wider engagement directorate

Marketing campaign delivery:

- At particularly busy times in the campaign period, to support specific projects within campaigns as determined by the campaign managers to enable the successful and timely launch and execution of campaigns
- Ensuring that all processes are working smoothly and are designed with the supporter first
- To brief internal teams accurately and within SLAs to ensure good internal working relationships
- Remain flexible and willing to help out with campaign tasks as they come up
- To manage the co-ordination and planning of other projects within the Fundraising Products Team as and when assigned. This will be a mixture of internal and supporter facing work
- Working with key internal stakeholders to implement campaign activity including: digital team, PR team, brand, policy and campaigns, corporate, supporter engagement and the data team

Marketing Campaign Evaluation:

- Play a critical part in the evaluation of marketing campaigns we run in team
- Alongside the community and events marketing manager, write up timely and data driven evaluations that are appropriate for campaign size and which focus on actionable data lead insights that will enable us to optimise and improve year on year
- Coordinating evaluations from suppliers, ensuring we're learning and evolving our marketing year on year

General responsibilities

- To keep abreast of all legislation and regulatory change

- Build relationships across the Engagement directorate and the wider organisation, working collaboratively and constructively with other colleagues towards wider organisational goals
- Be an ambassador at events, supporting the delivery of Breast Cancer Now's vision and ensuring that the charities profile and reputation are enhanced
- Actively participating in and contributing to meetings, suggesting new ideas and ways to improve campaigns
- Ensure project documents are complete, current, and up to date
- Any other duties as directed by and agreed with line manager
- Adhere to all Breast Cancer Now's policies and procedures
- 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
Working in a similar marketing role with an excellent track record of surpassing targets	x	x
Experience of working on multi-channel marketing campaigns to agreed objectives and targets	x	x
Experience of supporter acquisition/recruitment	x	x
Knowledge of integrated digital marketing techniques, with experience across paid social, search, display, video and performance max activity.	x	x
Experience of working with a range of third parties and agencies to support the creation and delivery of mass marketing campaigns, monitoring their outputs against KPIs	x	x
Experience meeting challenging acquisition targets, with proven success	x	x
Experience of data segmentation and reporting	x	x

It's desirable for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience of working within marketing in charity sector	x	x
Experience using databases with an understanding of data and reporting	x	x
An understanding of the fundraising products market		x

Skills and attributes

It's essential for you to have the following:

	Method of assessment	
	Shortlist	Interview
Good relationship building skills		x
Positive demeanour and leadership skills		x
Take a flexible and collaborative approach to managing a workload, prioritising and delegating accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines	x	x
Excellent project management skills and demonstrable ability to work to tight deadlines	x	x
Excellent communications skills, both verbally and in writing including ability to write and present briefs, reports and campaigns		x

About the role

Key internal working relationships

You'll work closely with the following:

- Community and events marketing manager
- Fundraising products and marketing team
- Data team
- Brand and communications team
- Digital engagement
- Digital team
- Supporter care and compliance team

Key external working relationships

You'll work closely with the following:

- External agencies and suppliers

General information

Role location and our hybrid working model	This role is based in our London] office. Our hybrid working model also 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)
Salary range	The salary range for this role is: £31,057 to £34,270 if London based
Induction	We want you to have a positive induction experience, so we'll ask you to think about coming into the office a bit more often at the start of your role. This will help you get to know your colleagues, and will make it easier for people to be on hand to support you. After that, you'll be able to move to our hybrid working model.
Hours of work	35 per week, Monday to Friday
Contract type	Permanent
Medical research	We fund medical research, some of which may involve the use of animals. Our aim is to save lives and our research using animals is only when there's no alternative.

Conflict of interests	You're expected to devote your full attention and abilities to your paid duties. This means you shouldn't take on any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours that could impair your ability to act in the best interests of, or prejudice the interests of, Breast Cancer Now or your work.
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

We hope you choose to apply for this role. To apply, you need to submit your anonymised CV, which means removing all sensitive personal information such as your name, address, gender, religion and sexual orientation. You also need to submit a supporting statement. Have a look at the essential criteria list on the person specification and give as much information as you can, with examples, to show how you meet the criteria.