



# High value insight and experience manager

## Directorate

Engagement

## Team

High value intelligence, experience and events

## Reporting manager

Senior high value insight and experience 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 £60m 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 £60m 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 insight & experience function sits within the high value intelligence, experience and events team, supporting the wider high value partnerships and campaign department. With ambitious plans to transform high value income over the next five years through more holistic, supporter-led engagement and the launch of a £60 million Campaign, the need for meaningful insight and exceptional partner experiences has never been greater.

This 18-month contract role will work alongside the senior high value insight & experience manager to establish a consistent and dynamic approach to gathering insight from high value partners and prospects. These insights will help shape how Breast Cancer Now engages, inspires and strengthens relationships with these valued supporters, ensuring they continue their journey with the charity.

The postholder will collaborate closely with colleagues across the high value teams, brand, marketing & communications, and the wider organisation to deliver impactful opportunities across both business-as-usual and campaign activity. They will help ensure that supporter-facing activity is strategically aligned, clearly communicated and delivered to a consistently high standard, supporting the development of compelling engagement opportunities that reflect donor interests and motivations.

The role will also provide hands-on support to the campaign team, helping to deliver a seamless programme of stewardship, communications and engagement activity. This will include

coordinating materials and assets, supporting donor and board experiences, and contributing to campaign communications, events and other key touchpoints.

A key aspect of the role will be developing and managing a suite of cultivation and stewardship opportunities that relationship managers can draw upon to engage supporters. This will include creating impactful events, experiences and materials that showcase Breast Cancer Now as the leading charity for those seeking to make a meaningful difference in breast cancer. Working closely with the events team, the postholder will help maximise the value and effectiveness of existing engagement opportunities for high value audiences.

The role will also support the delivery of a robust recognition framework, helping to ensure that campaign supporters and Breast Cancer Now donors are appropriately thanked and recognised for their long-term commitment. Working across the organisation and with external partners, including the Breast Cancer Now Toby Robins Research Centre, the postholder will help create meaningful recognition opportunities that celebrate supporter impact and strengthen lasting relationships.

### Key tasks and duties

Insight gathering.

- Work with the senior manager to develop and deliver a process of consistent and dynamic insight gathering from high value partners and prospects, rooted in data and evidence
- Work with the ambassadors' team to do the same for their audience and ensure the processes are routinely reviewed across teams for continued improvement
- Support relationship managers as needed to act on this insight, in line with the high value stewardship and engagement framework and internal team communications
- Sit on cross-organisation groups (such as the Research Communications & Philanthropy, Campaign Taskforces and Supporter Experience Champions) to maximise information flow between teams across Breast Cancer Now and create suitable places for this to be access / used by high value
- Develop and manage a new iNow Hub for high value, enabling teams across breast cancer now to learn more about our work and how to get in touch / share information

Delivery of first-class partner and supporter experience, based on insight

- Work with colleagues to plan and deliver a 'shelf' of cultivation and stewardship opportunities, including propositions and materials (in conjunction with teams such as events and the brand & communications department), that effectively engage high value prospects to partner with us and existing partners to keep doing so
- Lead the ongoing evolution of existing stewardship and recognition frameworks by actively engaging with available materials, tools and channels (e.g. podcast content, brand 'fame shots', live social streams), gathering feedback from stakeholders and identifying opportunities to strengthen their application within cultivation and stewardship journeys for high value audiences
- Support delivery of board and donor stewardship activity, working with key internal and external stakeholders, ensuring timely thank-you communications, coordinating surprise-and-delight moments, and assisting with experience elements of board engagement (materials, logistics, catering)
- Work closely with colleagues to develop campaign materials and assets, contributing to communications and events planning (including calendars, updates, and taskforce coordination), and helping to ensure activity is delivered accurately, on time, and aligned across teams

- Work closely with the events team to ensure that our existing events form part of this shelf and are working hard enough based on the insight gathered. Share where there are gaps in our programme so that solutions can be explored
- Manage and develop the end-to-end high value research request triage process, ensuring relationship manager requests for research/researcher engagement are prioritised and allocated in an efficient manner. This includes managing the allocation of opportunities across high value and supporting teams, ensuring work is distributed appropriately based on capacity, expertise, and impact
- Develop a clear and consistent fulfilment approach for corporate partners and suppliers, ensuring delivery against agreed benefits is high-quality, insight-led and tailored to partner objectives. Work collaboratively across teams to map, track and continuously improve the fulfilment journey, identifying opportunities to exceed expectations and deepen relationships
- Create and deliver communications for high value audiences, including newsletters and updates, that provide meaningful insight, demonstrate impact and reinforce the value of partnership. Ensure content is tailored, engaging and aligned with high value audience motivations, while creating opportunities for two-way engagement and ongoing stewardship, alongside clear tracking, evaluation and regular review to inform continuous improvement
- Oversee the development, management and continuous improvement of physical and digital assets (e.g. stock, materials and gifting), ensuring they are well-catalogued, accessible and aligned with brand standards. Use insight to evolve the offer, ensuring materials enhance the partner experience, feel high-value and are effectively deployed across cultivation and stewardship activities

#### Development and delivery of best-in-class recognition

- Support the ongoing development and lead elements of implementation of the stewardship and engagement framework, ensuring High Value supporters of both the Campaign and Breast Cancer Now are consistently and meaningfully thanked and recognised over the long term
- Work closely across the organisation and with external partners like the Breast Cancer Now Toby Robins Research Centre, as needed, to effectively deliver the recognition, stewardship and cultivation plans
- Work with internal and external stakeholders to identify and deliver a package of in situ recognition opportunities across both campaign activity and BAU, ensuring supporter impact is visible, timely and meaningful

#### Monitoring and measuring progress

- Work with the senior insight & experience manager to monitor and measure effectiveness of the high value experience programme.
- Produce reports that demonstrate effectiveness and ROI, including recommendations to ensure they are working as hard as possible, working with the high value events team, as needed.

#### 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, knowledge and experience

It's essential for you to have the following:

	Method of assessment	
	Shortlist	Interview
Understanding and experience of high value fundraising, whether corporate partnerships, trusts or philanthropy, and especially what makes an inspiring proposition for a donor, as well as the tools/materials fundraisers need to bring this to life	x	x
Experience in supporter journeys and using insight to develop and deliver new opportunities for donors that delight, engage and inspire	x	x
Experience in bringing the work of a charity to life for donors through experiential tools and events	x	x
Proven experience of project management	x	x
Experience of working with multiple varied stakeholders, distilling insight from varied sources and turning this into action	x	x
Demonstrable experience of managing a demanding and unpredictable workload requiring the ability to respond effectively to sudden developments	x	x
Knowledge of how to brief, manage and provide feedback to creative suppliers to achieve strong, donor-facing outputs	x	x

It's desirable for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience working as a high value fundraiser or stewardship professional in a not-for-profit environment		x
Experience of coordinating approvals and sign-off processes across complex stakeholder groups		x

## Skills and attributes

It's essential for you to have the following:

	Method of assessment	
	Shortlist	Interview
Outstanding interpersonal, networking and relationship building skills	x	x
Strategic and analytical thinking and skills	x	x
Demonstrable ability to work collaboratively across departmental boundaries to achieve shared organisational goals	x	x
Ability to stay calm and work effectively under pressure	x	x
Excellent attention to detail	x	x
Passionate about high value fundraising and contributing to the growth and development of Breast Cancer Now's fundraising programme	x	x

It's desirable for you to have the following:

	Method of assessment	
	Shortlist	Interview
An interest in breast cancer and awareness of the wider issues that cancer can cause	x	x

# About the role

## Key internal working relationships

You'll work closely with the following:

- Colleagues within the high value partnerships & campaign department
- Colleagues across the public fundraising marketing department including ambassadors, talent & case studies team, and the brand and communications team.
- CEO and senior leadership team
- Finance team
- Legal and compliance team

## Key external working relationships

You'll work closely with the following:

- Campaign board and senior volunteers
- High value partners
- The Breast Cancer Now Toby Robins Research Centre
- Agencies, partners and suppliers
- Breast Cancer Now researchers and scientists and nurses

## General information

Role location and our hybrid working model	This role can be 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 <sup>th</sup> 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: £40,000 to £44,000
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	Fixed term
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.

