

<h2>Job Description</h2>
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**The merged charity**

Breast Cancer Care and Breast Cancer Now have united to create one charity for everyone affected by breast cancer. From April 2019, we'll be the UK's first comprehensive breast cancer charity. From research to care, our new charity will have people affected by breast cancer at its heart — providing support for today and hope for the future. United, we'll have the ability to carry out even more world-class research, provide even more life-changing support and campaign even more effectively for better services and care.

Together, we believe that, by 2050 everyone who develops breast cancer will live and receive the support they need to live well now.

<b>Job title</b>	Direct Marketing Executive, Gaming
<b>Directorate</b>	Fundraising
<b>Team</b>	Individual Engagement
<b>Job title of reporting manager</b>	Direct Marketing Manager, Gaming
<b>Job title(s) of direct reports</b>	N/A
<b>Document created (Month and Year)</b>	July 2019

**Overview of directorate**

This is an exciting time to join Breast Cancer Now. We fund the brightest minds to discover how to prevent breast cancer, how to detect it earlier and how to treat it effectively at every stage. With over 55,000 women and around 350 men being diagnosed each year with breast cancer and over 11,500 women dying from the disease, we urgently need to raise more money to save lives. More information on our research can be found at [www.breastcancernow.org](http://www.breastcancernow.org).

The Fundraising and Supporter Engagement Directorate is responsible for engaging new and existing supporters and building relationships with them to enable us to provide the growing income Breast Cancer Now needs to deliver its vision that by 2050 everyone who develops breast cancer will live, and live well. We look to develop long term, holistic relationships with supporters, maximising all the ways they can help – giving or raising money, volunteering, campaigning or helping share awareness messages.

The Fundraising and Supporter Engagement Directorate will raise over £25m in 2018/2019, but we need to grow income significantly over the next five years to fund the scientific breakthroughs that

will make breast cancer a survivable disease. The Individual Engagement team will play a pivotal role in this growth.

### Overview of department

The Individual Giving team is responsible for generating income from individuals through high-quality direct marketing activity. This team uses these mass communications to engage and retain supporters. The team delivers a range of fundraising campaigns and activities, using well established fundraising techniques while also testing and developing innovative ways to solicit donations. Working closely with carefully selected agency partners, the Individual Giving team steward tens of thousands of breast cancer supporters, educating and informing about how their money is helping fund lifesaving research.

### Job purpose

- Assisting on the management of direct mail, telephone, face to face and email campaigns where required.
- Providing administrative support to the team.
- Monitoring expenditure and income, reporting against target and the reconciliation of financial reports.
- To successfully manage and review the allocated campaigns from start to finish. Campaigns would be allocated by the Direct Marketing Manager.

### Key tasks and duties

#### Campaign management:

- Plan, deliver and manage activities to recruit supporters (financial and non-financial) through a variety of media channels which may include Direct Mail, Telemarketing, Face to Face, internal and online.
- Assist the Individual Engagement team in management of campaigns including briefing/training agencies, sourcing material, proofing creative copy and artwork, proofing print and laser proofs and monitoring campaign fulfilment, as and when required.
- To be accountable for operating against agreed schedules and processes, liaising with internal and external customers and suppliers as agreed. Ensure suppliers are briefed and identify and monitor the support required throughout the campaign period.
- Take responsibility for ensuring the lottery welcome journey is delivered through the fulfilment house, including print production, data selection and fulfilment house management.
- Take responsibility for the management of the lottery prize winner process.
- Assist with Gift in Wills admin as and when required

#### Results and budget management:

- Take responsibility for processing allocated invoices and keeping the team's invoice log up-to-date, producing reports on expenditure variances, working with finance systems and liaising with the Finance team.
- Be responsible for keeping track of the results of your campaigns, and feeding results into weekly round ups.

#### **Agency management:**

- Assist with briefing and managing suppliers as and when required.
- To demonstrate best practice in working with key internal and external suppliers to ensure maximum efficiency and campaign effectiveness.
- Assist with training and inspiring fundraisers in external agencies, communicating the work of Breast Cancer Now to them as and when required.
- Assist with shadowing agencies, when required.

#### **Communications:**

- Use key messages, stories and examples for Breast Cancer Now that inspire and explain breast cancer research to a public audience in order that they actively respond to the marketing.

#### **Legal/Risk:**

- Develop and maintain accurate, up-to-date and organised records for all supporters and prospects using Breast Cancer Now's database. Ensure all supporter information is managed and stored in line with Data Protection regulations.
- Any other duties as directed by and agreed with line manager.

#### **General responsibilities**

- Participate in and support Individual Engagement wider plan and strategy through team meetings and project work.
- Build and retain a network of contacts across the charitable and commercial sector to keep abreast of developments and adopt new practices, that may impact on or serve as an opportunity for Breast Cancer Now.
- Represent Breast Cancer Now at events and enhance our profile and reputation with willingness to work some anti-social hours.

### **Person Specification**

#### **Experience**

We would like you to have the following experience:

- Of working in a results driven environment, such as fundraising, sales or marketing
- In using Windows-based software packages including word processing, spreadsheets, electronic mail and the internet to deliver tasks and projects

## Skills

We would like you to have the following skills:

- A flexible approach to managing a wide and varied workload, prioritising accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines
- Effectively manage external fundraising agencies and suppliers
- Numerate, excellent IT skills including Excel
- Highly organised, strong attention to detail
- Excellent written, spoken and negotiation skills
- Deliver engaging presentations to a variety of audiences (internal and external)
- Be actively engaged in the market place and aware of developments in the sector
- Good project management skills

## Attributes

We would like you to have the following attributes:

- An understanding of direct marketing
- An understanding of fundraising within the Charity sector

<b>Role Information</b>
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## Key internal relationships

- Head of Individual Engagement
- Direct Marketing Managers
- Direct Marketing Officers
- Wider Organisation

## Key external relationships

- Supporters, donors and advocates (including women with breast cancer and their families who are actively engaged in our promotional activity for fundraising)
- Fundraising networks and wider charity networks
- Agencies and Suppliers

## General information

<b>Number of posts in the directorate</b>	80+
<b>Number of posts in the team</b>	11
<b>Location of role</b>	Ibex House, 42-47 Minories, London EC3N 1DY
<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	Permanent

<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 are no alternatives.
<b>Conflict of interests</b>	You will be obliged to devote your full attention and ability to your paid duties. You should not 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 should not have any restrictions on your eligibility to indefinitely work or reside in the UK.

