

## Job Description

### 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>	Mass Participation Marketing Officer
<b>Directorate</b>	Fundraising and Partnerships
<b>Team</b>	Individual Giving & Supporter Operations
<b>Job title of reporting manager</b>	Mass Participation Marketing Manager
<b>Job title(s) of direct reports</b>	NA
<b>Document created (Month and Year)</b>	June 2019

### Overview of directorate

The Fundraising & Partnerships Directorate will be accountable for all income generation strategy, planning and delivery and for all supporter/donor relationships and partnerships for the new charity.

We work collaboratively with a wide variety of external stakeholders, notably the public, major donors, trusts, foundations, supporters, commercial partners, delivery partners, media agency partners and influencers to develop strategic and commercial partnerships that build awareness, trust, affinity, engagement and influence.

We support and work collaboratively with a wide variety of internal stakeholders and colleagues in the planning and the delivery of our wider charity vision, strategy, priorities and aims and the planning and delivery of our departmental strategy, priorities, goals, values and culture

The Directorate is responsible for five key areas – Individual Giving & Supporter Operations, Community, Events & Students, Corporate Partnerships & Retail, Philanthropy & Major Giving, Insight, Strategy & Planning and the team comprises of circa 150 people, currently based in offices throughout the UK, currently these are London, Sheffield, Cardiff & Glasgow.

## **Mass Participation Team**

The Mass Participation Team sits within the Individual Giving and Supporter Operations Department which recruits, retains and develops a range of audiences.

The Mass Participation team is responsible for the end to end delivery of the charities large scale, self-organised, mass participation events. At present the portfolio consists of two events:

- Wear it Pink
- Afternoon Tea

The team is made up of 8 people and is responsible for raising around £2.5m each year.

The team's focus is on growing and developing these products, ensuring we achieve the highest standards of supporter experience, recruit the best quality participants at volume, and build relationships with them for the long term.

Our focus is on generating as much net income as possible.

### **Wear it Pink:**

Wear it Pink takes place in October each year, generating c£1.6m pa by engaging over 19,000 people to raise money in their offices, homes and schools. Further information is available at [wearitpink.org](http://wearitpink.org)

The Mass Participation Team is responsible for the end to end delivery of this campaign, from marketing to process design, mass supporter journey development to one to one relationship building.

Our job is to deliver a brilliant supporter experience to thousands of top quality registrants, we then evaluate each campaign and plan the next, ensuring we build and grow year on year.

### **Afternoon tea:**

Afternoon tea is a, fantastic, longstanding, mass participation event. Supporters are encouraged to hold an afternoon tea in July and raise money for our vital work.

As with wear it pink, the team are responsible for the successful end to end delivery of this fantastic campaign. Raising over £700k PA and engaging more than 6,500 people, this is product we believe has huge potential to grow for the future.

### **Our Goals:**

Our goal is to have long term, multi-faceted relationships with mass participation supporters, which maximise all the ways they can help us.

We are committed to recruiting the best quality participants by ensuring that everything we do is grounded in the cause and the reasons and motivations that people have to fundraise for us.

We are committed to delivering the best possible supporter care, with a relationship fundraising approach running through all of our work. Retaining and building relationships with supporters is our goal, making them feel valued, special and ensuring they know how much their support means is our objective.

## **Job purpose**

- To work with the marketing manager on the delivery of our event by event marketing plans
- To personally manage and be responsible for the end to end delivery of elements of these campaigns, as well supporting with those elements the manager will run
- To deliver the highest standard of work that is focused on: quality, compliance, audience centric planning/marketing
- To ensure that we are supporter focussed in our marketing, always willing to go the extra mile to ensure that our supporters feel valued and recognised and are therefore more likely to want to continue to support us
- To assist in the development and management of other mass participation products as they emerge

## **Key accountabilities**

### **Wear it Pink and Afternoon Tea:**

#### **Campaign planning**

- Support with the yearlong marketing campaign planning process, ensuring that we have well thought through campaign plans in place in good time for campaign launch
- Thinking creatively and big picture at all times, to ensure we're able to capitalise on all opportunities, big and small
- Working with the Marketing Manager to develop timing plans for all marketing activity, ensuring we have a record of exactly what we did and when we did for future planning and evaluations
- Supporting the marketing manager to build the best possible warm segmentation that will enable us to effectively and accurately inspire existing supporters to join us and wear pink/hold an afternoon tea – building on and recognising our supporters incredible past support.
- Horizon scanning and exploring new marketing opportunities, to be aware of the marketing climate, trends and up and coming techniques/technologies

#### **Campaign execution:**

- Working with the Marketing Manager to execute the wear it pink/Afternoon Tea Fundraising cold marketing campaigns – managing and coordinating with agencies and internal teams as necessary
- Working with the Marketing Manager to execute the wear it pink/Afternoon Tea Fundraising warm marketing campaigns to the highest possible standards
- Briefing internal teams within SLA's to ensure seamless campaign delivery and strong internal working relationships – e.g. brand, data and email marketing
- Being the expert in building effective marketing emails in Adestra and leading on this for the team, ensuring emails are top quality and deployed to agreed timings
- Writing high quality, accurate, data briefs for most warm marketing activity
- Checking data thoroughly before any marketing is deployed
- Working with external agencies to test new channels as and when agreed with the Marketing Manager

### **Other duties:**

- Delivering campaigns within or under budget at all times
- Managing all finances for the marketing function, ensuring invoices are received on time, are accurate and are logged in line with team systems and processes
- Organising and participating in weekly marketing review meetings – writing up notes and actions as required
- Working with key internal stakeholders to implement campaign activity including: digital team, PR team, brand, community fundraising, policy and campaigns, corporate, supporter engagement, database
- Working within Google Analytics to track and monitor marketing performance
- Along with the Marketing Manager - responsible for ensuring that all marketing activity is compliant, in line with regulation and operating within best practise guidelines

### **Project Management (outside of Wear it Pink and Afternoon Tea):**

- To manage the co-ordination and planning of other projects within the Fundraising Products Team as and when assigned. These will be a mixture of internal and supporter facing work.

### **General responsibilities**

- To keep abreast of all legislation and regulatory change.
- Build relationships across Fundraising 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 meetings and effectively lead meetings to achieve objectives.
- Ensure project documents are complete, current, and up to date.
- Any other duties as directed by and agreed with line manager.

<h2><b>Person Specification</b></h2>
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### **Experience**

We would like you to have the following experience:

- Working in a similar role with an excellent track record of surpassing targets
- Interest in developing and managing the delivery of integrated marketing campaigns to agreed objectives and targets
- Experience recruiting supporters in the tens of thousands on to events
- Experience and knowledge of mass participation events and how they work – end to end
- A keen interest and passion for marketing
- A creative eye and sense of how, what and why people respond to things
- Experience of working as part of a team and individually

- Experience meeting challenging acquisition targets, with proven success
- Experience working across a range of internal teams to achieve high quality work product
- Working knowledge of relationship management databases (raisers edge or Enterprise)

## **Skills**

We would like you to be able to/have:

- Strong creative integrated marketing skills, including digital marketing
- Excellent relationship building skills
- Positive demeanour and strong leadership skills
- Take a flexible and collaborative approach to managing a wide and varied workload, prioritising and delegating accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines
- Set up, monitor, report and make recommendations against key performance indicators
- Excellent project management skills and demonstrable ability to work to tight deadlines
- Excellent numerical skills and IT skills – MS Office, Outlook and Internet
- Excellent written, presentation, spoken and negotiation skills
- Excellent written creative/persuasive communication skills with the ability to both write and critique fundraising copy
- Excellent communications skills, both verbally and in writing including ability to write and present briefs, reports and campaigns

## **Attributes**

We would like you to have:

- Self-reliant, good problem solver, results oriented
- An entrepreneurial readiness to seize new opportunities, eager to source new ideas and perspectives to initiate actions which improve results and add value
- A high level of drive and ambition, both personally and for the organisation

Ideally we would like you to have:

- The ability to be flexible, diplomatic, assertive and a good negotiator
- Open, able and willing to deliver beyond his or her personal brief

## Role Information

### Key internal working relationships

You will work closely with the following:

- Marketing Manager
- Wider Mass Participation team
- Supporter Operations teams – Data, Supporter Care and Compliance
- Digital team
- Wider Organisation

### Key external working relationships

You will work closely with the following:

- Agencies and suppliers
- A broad range of supporters, including women with breast cancer and their families who are actively engaged in our fundraising
- Fundraising networks and wider charity networks

### General information

<b>Number of colleagues in the directorate</b>	150
<b>Number of colleagues in the team</b>	8
<b>Budget/income targets (If applicable)</b>	Mass participation target £2.5m
<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. Ultimately our aim is to save lives and our research using animals is only when there are no alternatives.
<b>Conflict of interests</b>	Staff members are obliged to devote their full time, attention and ability to your paid duties. This means to not engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside their contracted hours of work which could impair their 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>	Staff members should not have any restrictions on their eligibility to indefinitely work in the UK