

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.

Job title	Mass Participation Marketing Manager
Directorate	Fundraising and Partnerships
Team	Individual Giving & Supporter Operations
Job title of reporting manager	Head of Mass Participation
Job title(s) of direct reports	Mass Participation Marketing Officer
Document created (Month and Year)	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 <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 out objective.

Job purpose

- To lead on the development of a long-term marketing strategy for the mass participation team and event by event marketing plans that grow and evolve year on year
- To deliver elements of these plans based on scale and expertise, with remaining responsibility for delivery sitting with the Marketing Officer
- To line manage a Mass Participation Marketing Officer and together deliver the highest standard of work that is focused on: quality, compliance, audience centric planning
- To actively set and manage marketing budgets for campaigns, ensuring that money is best spent and net income generation is front of mind
- To assist in the development and management of other mass participation products as they emerge

Key accountabilities

Wear it Pink and Afternoon Tea:

- To develop a long-term marketing strategy for the fundraising products team, that supports and teams overarching strategy
- Lead on the planning and elements of the execution of the Wear it Pink/Afternoon Tea cold marketing campaigns – developing an integrated and multi-channel marketing plan that is going to inspire support from people with a connection to the cause
- Lead on the planning and elements of the execution of the Wear it Pink/Afternoon Tea Fundraising warm marketing campaigns – developing an integrated and multi-channel marketing campaign that is going to inspire support from those people who have taken an action for us in the past
- For both warm and cold marketing plans, ensuring that they are built to maximise response and supporter engagement above and beyond anything else
- Delivering marketing activity across all channels – including but not exclusively - social media, email, out of home, direct marketing, digital (ad words and display) and all other responsive formats
- Responsible for data quality and optimisation within the campaign – focussing on ensuring selections and data are accurate and volumes are maximised
- Working with external agencies to test new channels
- Developing/overseeing the development of timing plans for all marketing activity, ensuring we are sticking to internal SLA's as much as possible, are organised and able to execute plans to the best of our ability
- Managing a sizable marketing budget (over £500,000) – ensuring activity is delivered within or under that budget
- Leading weekly marketing review meetings and making recommendations about marketing channel optimisation, activity to stop, start and budget reallocation

- Building the best possible warm segmentation that will enable us to effectively and accurately inspire existing supporters to join us and wear pink – building on and recognising our supporters incredible past support
- Writing data briefs (where necessary) and working with the data team to build processes and systems to record activity and track marketing channel performance within the database
- Managing relationships with external agencies to deliver our marketing plans - ensuring that services are delivered on budget, on time (including cost negotiation) and performance adheres to agreed KPIs and activity
- Horizon scanning and exploring new marketing opportunities, to be aware of the marketing climate, trends and up and coming techniques/technologies
- 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, ensuring we are set up correctly for now and future learnings and reference
- Responsible for ensuring that all marketing activity is compliant, in line with regulation and operating within best practise guidelines
- Signing off work by the Marketing Officer, ensuring that the work of the marketing team meets team standards and confirmed to the principles within which we operate
- Ensuring that the marketing team is working to SLA's and building the best possible internal relationships with internal teams
- Responsible for ensuring we have up to date contracts with marketing suppliers

Line Management:

- To line manage the Mass Participation Marketing Officer
- Ensuring that person has clear objectives
- Overseeing work and providing learning opportunities where possible

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

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
- To lead the planning, delivery and evaluation of our annual Wear it Pink campaigns.

Person Specification

Experience

We would like you to have the following experience:

- Working in a similar marketing role with an excellent track record of surpassing targets
- Strong direct experience of 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
- Strong experience and knowledge of direct and digital marketing techniques
- Significant personal experience of working with and actively managing a range of third parties and agencies to support the creation and delivery of mass marketing campaigns, monitoring their outputs against KPIs
- Extensive experience of working as part of a team and individually
- Experience meeting challenging acquisition targets, with proven success
- Experience building segmentation models and complex communication plans to inspire support and enable accurate reporting
- Experience managing marketing budgets in excess of £400,000
- Line management experience
- Working knowledge of relationship management databases (raisers edge or enterprise)

Skills

We would like you to be able to:

- 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
- Confidence handling difficult conversations and influencing at all levels to achieve outcomes

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
- A creative mind and commitment to quality

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

<h2>Role Information</h2>

Key internal working relationships

You will work closely with the following:

- Head of Mass Participation
- 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

Number of colleagues in the directorate	150
Number of colleagues in the team	8
Budget/income targets (If applicable)	Mass participation target £2.5m
Location of role	Ibex House, 42-47 Minories, London EC3N 1DY
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. Ultimately our aim is to save lives and our research using animals is only when there are no alternatives.
Conflict of interests	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.
Immigration, Asylum and Nationality Act 2006	Staff members should not have any restrictions on their eligibility to indefinitely work in the UK