

## 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>	Marketing Officer (Community and Events Fundraising)
<b>Directorate</b>	Fundraising and Partnerships
<b>Team</b>	Community and Events
<b>Job title of reporting manager</b>	Community and Events Marketing Manager
<b>Job title(s) of direct reports</b>	None
<b>Document created (Month and Year)</b>	June 2019

### Overview of directorate

The Fundraising and Partnerships Directorate is responsible for engaging new and existing supporters and building relationships with them to enable us to provide the growing income Breast Cancer Care and 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.

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.

The Community and Events team consists of four areas – Bespoke Events, Sporting Events and Student Fundraising, Regional Community Fundraising and Central Community Fundraising – and comprises of around 50 people based across London, Glasgow, Edinburgh, Sheffield and Cardiff.

Events can help Breast Cancer Care and Breast Cancer Now meet organisational objectives that go beyond income. They positively impact on the lives of people affected by breast cancer and can often provide opportunities to reach new audiences whilst providing unrivalled platforms for awareness raising.

## **Job purpose**

To work with the Community and Events Marketing Manager to deliver marketing across the Community and Events programme.

## **Key tasks and duties**

- To develop and deliver marketing plans and campaigns across the Community and Events fundraising programme
- Work with the Community and Events Marketing Manager to gain a good understanding of the marketing budget, and ensure budget is tracked throughout the year to ensure campaigns are delivered within it
- Create content for the website, social media, e-newsletters and offline materials as necessary
- Manage the concept and design stages through to print and digital production of marketing materials and supporting resources
- Work closely with internal teams to refresh the Community and Events marketing and stewardship materials to ensure they meet necessary regulations
- Work with the Community and Events team on our approach to re-engage warm supporters and refresh consent, optimising where necessary
- Work with internal teams to ensure that activity is planned, prioritised, well supported and implemented. This includes Fundraising, Digital and Communications teams.
- Understand how we record outcomes of our marketing activity and share learnings via reporting to ensure this is adhered to across the Community and Events team
- Where necessary, manage external marketing and digital agencies to deliver plans, ensuring they adhere to necessary regulations to capture consent
- Learning and maintaining proficient knowledge, and best practice related to GDPR, PECR and Data protection

## **Person Specification**

## **Qualifications and Experience**

It is **essential** for you to have the following qualifications and experience:

- Marketing experience, especially in digital social media marketing, and engagement
- Demonstrable experience of implementing marketing plans
- Knowledge of Community and Events fundraising
- Project management and delivery

### **Skills and Attributes**

It is **essential** for you to have the following skills and attributes:

- Demonstrate excellent organisation skills
- Demonstrate great communication and negotiation skills and the ability to listen effectively to team needs
- Demonstrate a proactive, solutions-focused approach to projects
- Demonstrate excellent relationship management skills
- Proven people management ability to co-ordinate across internal teams
- A flexible approach to co-ordinating a wide and varied workload, prioritising accordingly within a fast paced and changing environment with tight deadlines
- The ability to pro-actively identify opportunities and constructively solve problems, escalating issues to the Community and Events Marketing Manager where appropriate
- A detail orientated approach to your work
- A high level of drive and ambition, both personally and for the organisation and a commitment to your own professional development

<h2><b>Role Information</b></h2>
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### **Key internal working relationships**

You will work closely with the following:

- Colleagues from Communications and influencing Directorate, especially the Digital team
- Colleagues within the Fundraising and Partnerships Directorate

### **Key external working relationships**

You will work closely with the following:

- Agencies and suppliers
- A broad range of supporters, individuals and groups

- Professional Fundraising networks and wider charity networks

## General information

<b>Number of posts in the directorate</b>	c.150
<b>Number of posts in the team</b>	48
<b>Location of role</b>	Ibex House, 42-47 Minories, London EC3N 1DY
<b>Hours of work</b>	35 per week, Monday to Friday with the expectation of working out of hours as required for delivering the role, for example community Group evening meetings, breakfast meetings, weekend challenge event activities etc.
<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.