

Job Description

The charity

Breast Cancer Now is a charity that's steered by world class research and powered by life changing care. We're here for anyone affected by breast cancer, the whole way through, providing support for today and hope for the future.

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	Head of Central Community Fundraising and Marketing (Fixed term, until the end of July 2021)
Directorate	Fundraising and Partnerships
Team	Community and Events
Job title of reporting manager	Assistant Director Community and Events
Job title(s) of direct reports	Senior Community Fundraising Products Manager, Community and Events Marketing Manager and In Memory Manager
Document created (Month and Year)	July 2020

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 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.

This year

Coronavirus has presented a challenge for us as fundraisers, but has positively encouraged more of a focus on digital innovation and alternative solutions to the traditional fundraising methods we have been used to. We are looking to build on the success of recent digital campaigns we have tested, such as our Walk 300,000 virtual walking event on Facebook, and use these learnings to develop new propositions for our audience, that have our charity values at their core. This role plays a huge part in developing new products at Breast Cancer Now to help us drive income within a challenging year, while also feeding into a strategy that allows us to plan for long term recovery and growth.

Job purpose

To develop and implement the Central Community Fundraising and Marketing strategy, delivering net income and growth through our Community products. This role entails empowering the team to develop new Community Fundraising propositions, investigate digital innovation opportunities, provide comprehensive supporter care and stewardship to all Community Fundraising supporters, support and champion the working relationship with the Regional Community Fundraising team and achieve marketing acquisition targets across Community and Events.

Key tasks and duties

Strategy and budget

- In conjunction with the Assistant Director of Community and Events, develop and implement the Central Community Fundraising Strategy to drive growth and impact.
- Work closely with the Senior Community Fundraising Products Manager to review the performance of our products (DIY fundraising, Walk 300,000, £1k Challenge and static bike events), and make recommendations for prioritising and/or testing new ones, with a particular focus on digital innovation in the current climate.
- Work closely with the In Memory Manager on a strategic plan to generate growth across in memory fundraising and through our Fund in Memory website, specifically supporting on a cross-organisational, in memory Christmas campaign.
- Work closely with the Head of Regional Community Fundraising to develop products which actively recruit high value supporters and local companies in our regions, with a focus on digital solutions to protect income.
- Work collaboratively with the Head of Events to support on product development and digital innovation within the wider Community and Events team (specifically virtual events).
- Meet or exceed net income budgets, and improve KPIs such as Community supporter numbers, remittance rates and average raised through our Community Fundraising products – championing a flexible and nimble approach to strategy to achieve our targets.

- Monitor and manage the Central Community Fundraising and Marketing budget and pipeline on a monthly, quarterly and annual basis, including proposing alternative plans and activities when performance is not on track and developing business cases for investment where necessary.
- Work closely with the Data and Strategy, Insight and Planning teams to lead on using data to analyse Community giving, using both performance and supporter insight to suggest marginal gains and new opportunities for the Community Fundraising team.

Supporter experience

- With the Head of Regional Community Fundraising and Senior Community Fundraising Products Manager, champion the Community team allocation process; ensuring supporters are assigned to the Community Fundraising Executives or triaged out to the Regional Community Fundraising Manager through our high value pipeline, to be stewarded in an efficient and timely manner.
- Effectively lead, manage and inspire the Central Community Fundraising and Marketing team to ensure the optimisation and delivery of effective supporter journeys, to maximise the lifetime value of Community supporters and deliver an excellent supporter experience.
- Support the Senior Community Fundraising Products Manager to devise Community Fundraising's response handling work and stewardship, covering all general supporter enquiries including mail, telephone, email, social media, web forms, etc. Through these interactions, support and promote long term relationships.
- Work with all managers on the team to ensure processes are streamlined and effective in helping us to deliver high quality, personalised supporter journeys and accurately report on our performance.

Marketing

- Effectively lead, manage and inspire the Community and Events Marketing arm of the team, ensuring that all marketing opportunities are maximised across both the Community and Events programmes.
- In conjunction with the Community and Events Marketing Manager, Head of Regional Community Fundraising and Head of Events, devise supporter acquisition and re-engagement marketing campaigns which meet or exceed targets; recruiting the highest value supporters at a cost-effective cost per acquisition. This role will support heavily in the development of a new year Community and Events marketing campaign.
- Support the Community and Events Marketing Manager to establish strong working relationships across the organisation, ensuring our marketing strategy is aligned with the organisation's overall communications goals.
- Work closely with the Head of Regional Community Fundraising and Head of Events to support the working relationship across Community and Events, ensuring good communication and processes across teams.

Leadership and management

- Lead the Central Community Fundraising and Marketing team by example during a time of change; promoting positive and collaborative behaviours, open communication and a strong work ethic.
- Line manage three direct reports, ensuring they are supported, clear on priorities and have accountability for their budget areas, while having a strong understanding of their personal development goals.
- Build effective internal relationships at all levels across the Fundraising and Partnerships Directorate and the wider organisation, working collaboratively and constructively with other colleagues towards wider organisational goals, ensuring the Community Fundraising team is understood and is actively supported.

General

- Be an ambassador at events, supporting the delivery of Breast Cancer Now's vision and ensuring that the charities profile and reputation are enhanced.
- Maintain expert knowledge, best practice and trends of the Community Fundraising market and charity sector guidelines around volunteering and gift aid etc. and other good practice.
- Maintain expert knowledge, best practice and trends of Community and Events marketing, including new, innovative products we should be using.
- Ensure Breast Cancer Now's Community Fundraising is carried out safely and legally and complies with fundraising regulations.

<h2>Person Specification</h2>

Qualifications and Experience

- Demonstrable experience of managing and delivering a successful Community programme, meeting/exceeding net income and supporter acquisition targets and adhering to all appropriate legal and organisational policies.
- A thorough understanding of the Community market, product development, supporter development and mass supporter journeys as well as an understanding of trends and developments across the sector.
- A thorough understanding of marketing, in a fundraising environment - a good knowledge of digital marketing and social media engagement with supporters and their family and friends.
- Demonstrable knowledge of best practice in Community and relationship fundraising.
- Demonstrable experience in successfully building relationships with supporters to deliver growing financial income.
- Proactive working knowledge of relationship management databases.

- Demonstrable line management experience, including evidence of supporting and developing line reports.
- Relevant business planning, budgeting, monitoring and control experience.

Skills and Attributes

- Pro-actively identifying opportunities and constructively solving problems; escalating issues to the Assistant Director where appropriate
- Take a flexible approach to managing a wide and varied workload, prioritising and delegating accordingly, empowering your team ensuring achievement of targets within a fast paced and changing environment with tight deadlines
- Proven people management, coaching and empowering your team
- Excellent relationship management skills, with demonstrable experience of building strong and effective relationships with donors, patrons, sponsors, event partners and staff at all levels
- A high level of drive and ambition, both personally and for the organisation and a commitment to your own professional development
- A demonstrable commitment to and understanding of best practice in relationship fundraising
- A demonstrable commitment to putting the needs of the organisation and the supporter first and if necessary above your own team's interests
- An external focus on Breast Cancer Care and Breast Cancer Now's supporters, and the wider Community fundraising arena
- The ability to be flexible, diplomatic and assertive with good negotiating skills and able to listen effectively to your team's needs

<h3>Role Information</h3>

Key internal working relationships

You will work closely with the following:

- Fundraising and Partnership Directorate
- Colleagues at all levels across Fundraising, Communications and the wider charity

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

Number of posts in the directorate	To be confirmed
Number of posts in the team	To be confirmed
Location of role	Remote working currently, but based in our office when the organisation returns to office working: Ibex House, 42-47 Minories, London EC3N 1DY
Hours of work	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.
Contract type	12-month fixed term contract (until end of July 2021)
Medical research	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.
Conflict of interests	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.
Immigration, Asylum and Nationality Act 2006	You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.