

Directorate

Fundraising, Communications and Engagement

Team

Brand and communications

Reporting manager

Senior design manager

Our charity

We're Breast Cancer Now, the research and support charity. We're the place to turn to for anything and everything to do with breast cancer. However you're experiencing breast cancer, we're here.

The brightest minds in breast cancer research are here. Making life-saving research happen in labs across the UK and Ireland. Support services, trustworthy breast cancer information and specialist nurses are here. Ready to support you, whenever you need it. Dedicated campaigners are here. Fighting for the best possible treatment, services and care, for anyone affected by breast cancer.

Why? Because we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well. But to create that future, we need to act now.

Overview of the directorate

The Fundraising, Communications and Engagement Directorate at Breast Cancer Now has overall responsibility for communicating, engaging, and fundraising to key audiences across a range of channels. The Directorate leads on communicating the charity, its work and impact, to all those affected by the disease; their friends and family, and those audiences key to delivering impact. It provides high-quality, engaging information and communications about breast cancer and ways to engage with Breast Cancer Now.

The team leverages the strength of its brand, reputation, and cause to create compelling ways by which people can engage with and financially support Breast Cancer Now's work. The Directorate is led by patient voices from all parts of the population and champions their views and needs across a range of communications and platforms. The Directorate uses digital channels innovatively and effectively to drive

effective service delivery, deliver information, and drive engagement and fundraising with supporters and partners.

The fundraising, communications, and engagement directorate at Breast Cancer Now is responsible for communicating, engaging, and fundraising to our key audiences across a range of channels; from people living with or beyond breast cancer and their loved ones, to supporters, corporate partners, policy makers and healthcare professionals. We create and deliver high-quality, engaging information and communications about breast cancer, the impact our work has and ways to engage with Breast Cancer Now. We're led by the voices of people affected by breast cancer and involve them and champion their views and needs across a range of communications and platforms.

We're working hard to build our brand to build awareness, trust, loyalty, passion, and affinity with people affected by breast cancer and to be here for everyone who needs us.

We're responsible for delivering c£40 million gross income annually through our fundraising. We fundraise through a broad portfolio of fundraising products, partnerships, and relationships, all with the aim of delivering sustainable income and valued relationships for supporters and for Breast Cancer Now for the long term. We work collaboratively across the charity to develop fundraising which shows the impact our supporters have and the change we want to see in breast cancer.

All our work, and our focus is to be here for anyone affected by breast cancer, with support for today and hope for the future.

Our directorate includes teams across:

- brand, marketing, and communications
- digital
- press, PR and celebrity
- individual engagement and supporter operations (incl. supporter experience)
- community and events
- corporate partnerships
- philanthropy and special events

Job purpose

You'll bring your energy and creativity to support our in-house design studio. With your high-quality approach and attention to detail, you'll help to ensure brand consistency across our creative designs. Day-to-day you'll use your skills to artwork, produce and deliver many different design projects – while supporting our designers, liaising with internal clients and external suppliers, and maintaining meticulous filing and admin. You'll report to the senior design manager.

Key tasks and duties

- Prepare artwork for internal clients.
- Support the graphic designers' work and projects.
- Artwork assets for key fundraising campaigns such as wear it pink and Afternoon Tea.
- Resize and amend pre-existing artwork.
- Ensure all files are set up and filed correctly, and easily accessible to the rest of the team.
- Adhere to planning schedules.
- Prepare print-ready and online formats, including social media assets.
- Ensure work adheres to brand guidelines.
- Undertake project responsibility and management.
- Adhere to all Breast Cancer Now's policies and procedures.
- Any other duties within the scope and remit of the role, as agreed with your manager.

Person specification

Qualifications and experience

It's essential for you to have the following:

	Method of assessment	
	Shortlist	Interview
Working in an in-house team or similar	X	
Qualification(s) in Graphic Design	X	

It's desirable for you to have the following:

	Method of assessment	
	Shortlist	Interview
Dealing with clients (internal) and suppliers (external)	X	
Experience working with brands guidelines	X	
Production experience including design and print buying	X	

Skills and attributes

It's essential for you to have the following:

	Method of assessment	
	Shortlist	Interview
Indesign, Illustrator, Photoshop and Canva skills		X
Ability to respond to a fast-paced environment		X
Good communication skills	X	X
Excellent attention to detail	X	X
Understanding of online and offline design communication	X	X
Proactive and always eager to learn		X
Flexibility to the role and ability to complete multiple tasks while working to challenging deadlines		X
Ability to work well within, contribute to, and support a positive team culture		X

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
An understanding of the issues concerning breast cancer		X

Knowledge

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Working knowledge of setting up artwork	X	X
Knowledge of setting up print-ready artwork and basic understanding of print processes	X	X
Ability to create web-based marketing materials		X

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview

Using workflow management systems (MS Planner, Trello)		X
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Role information

Key internal working relationships

You'll work closely with the following:

- Fundraising, communications and engagement directorate
- Research, services and influencing directorate
- Corporate services directorate, including people and organisational development (P&OD)
- CEO's office
- Regional and national offices (Cardiff, Glasgow, and Sheffield)

Key external working relationships

You may work closely with the following:

- Agencies, pre-production, printers, freelancers and consultants

General information

Role location and our hybrid working model	<p>This role is based in our London office. However, our hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in:</p> <p>6th Floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)</p>
Induction	<p>It's important you have a positive induction experience and therefore, you'll be asked to consider coming into the office more frequently during your initial period of employment. This will enable you to get to know your manager and team colleagues quicker. This also allows you induction process to be meaningful and comprehensive, allowing for support to be provided more readily. Thereafter you will be able to follow the hybrid working model as described above.</p>
Hours of work	<p>35 per week, Monday to Friday</p>

Contract type	<p>Permanent</p>
Medical research	<p>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's no alternatives.</p>
Conflict of interests	<p>You'll be obliged to devote your full attention and ability to your paid duties. You shouldn't 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.</p>
Immigration, Asylum and Nationality Act 2006	<p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>

Our commitment to equity, diversity and inclusion

We're committed to promoting equity, valuing diversity and creating an inclusive environment – for everyone who works for us, works with us, supports us and who we support.

How to apply guidance

We hope you choose to apply for this role. In support of your application, you'll be asked to submit your anonymised CV which means removing all sensitive personal information such as your name, address, gender, religion and sexual orientation. You're also asked to provide a supporting statement. When doing so please ensure you refer to the essential criteria on the person specification and clearly provide as much information as possible with examples to demonstrate how and where you meet the criteria.

Job description dated March 2025

Find out more about us at
breastcancer.org

**BREAST
CANCER
NOW** The research &
support charity