

## Job description

### 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.

<b>Job title</b>	Community fundraising manager - North, Midlands and Scotland
<b>Directorate</b>	Fundraising, communication & engagement
<b>Team</b>	Community fundraising
<b>Job title of reporting manager</b>	Senior community fundraising manager, North, Midlands and Scotland
<b>Job title(s) of direct reports</b>	Community fundraiser x 2
<b>Document created (month and year)</b>	January 2024

### Directorate overview - fundraising, communications, and engagement

The fundraising, communications, and engagement directorate at Breast Cancer Now has overall responsibility for communicating, engaging, and fundraising to our key audiences across a range of channels.

We lead on communicating about our charity, its work and impact, to all audiences and we're responsible for delivering £12.7 million net income through our fundraising. All, so that we can keep being here for anyone affected by breast cancer, with support for today and hope for the future.

Our directorate is responsible for:

- Brand, marketing, and communications
- Digital and strategic insight
- Supporter experience
- Press, PR, and celebrity
- Individual engagement and supporter operations
- Community and events
- Corporate partnerships
- Philanthropy and special events

## **Job purpose**

The community fundraising team is responsible for building exceptional relationships through attracting, engaging and retaining a range of community audiences including individuals, groups, clubs & societies, and local businesses, to drive income. Community fundraising has recently been unified into a single team that is now responsible for the full supporter journey, from mass market 'DIY fundraising' to high value relationships with an income target of £3.3m. Specifically, the role of the community fundraising manager is:

- To successfully deliver the community fundraising strategy and drive sustainable, net income.
- To manage the community fundraising programme and capitalize on income generation opportunities.
- To inspire a team of community fundraisers and executives to provide exceptional stewardship and relationship management to a variety of supporters to maximise lifetime value.

There are two community fundraising managers; this role is responsible for **North, Midlands and Scotland**. The second role is responsible for London, South and Wales.

## **Key tasks and duties**

### **Strategy and planning**

- To deliver the community fundraising strategy in your regions and country, harnessing local fundraising opportunities by adapting the strategy.
- To work closely with the other community fundraising manager, supporting each other to ensure consistent strategy delivery. As well as monitoring performance and maximising opportunities to increase engagement and income.
- To support the senior manager in developing annual plans, budgets and reforecasts. And work closely with them to develop operational plans and KPIs.
- To nurture and lead and enable your team to maximise fundraising opportunities, deliver plans, achieve KPIs and exceed income targets.
- To work collaboratively across the wider community and events team, identifying opportunities to increase engagement and net income, and support broader objectives.
- To horizon scan, attend relevant events and maintain relationships across the charity sector to ensure the community programme is sector leading and responsive to emerging trends.

## **Relationship management & supporter journeys**

- To ensure that every supporter has an excellent experience and receives a relevant and delighting supporter journey.
- And plan and deliver effective and engaging cross-channel supporter journeys, developing resources, content and materials as required.
- To work closely with your team, coaching them to provide personalised and tailored stewardship and relationship management.
- To test, learn and optimise mid value supporter journeys to maximise remittance, average gift and retention, taking recommendations forward to provide the best possible supporter experience and ensure KPIs are met or exceeded.
- To personally account manage high value, significant or complex relationships and take a hands-on role as needed.
- To be an ambassador at supporter events across your area. This will include speaking about Breast Cancer Now to raise the charity's profile and enhance its' reputation.

## **Development**

- To proactively grow the pipeline for high value, repeat and long-term fundraising by identifying opportunities from the warm supporter base, referrals, networking and developing tailored plans. And supporting the team to deliver these plans.
- To support the senior managers in the development of the fundraising volunteering strategy and lead on its' successful implementation.
- To support the senior manager in adapting and innovating the community fundraising portfolio so that it meets the needs of existing and prospective audiences, supporting both acquisition and retention.

## **Team leadership**

- To maintain a positive, inspiring and respectful culture that keeps the goal of success as the team focus and drives a tenacious and fun working ethos.
- To provide brilliant leadership to your line reports and wider team. Provide regular guidance, encouragement and feedback to line reports, setting clear objectives and undertaking annual performance reviews while investing in their professional development.

## **Budgeting & finance**

- To manage income and expenditure budgets on a day-to-day basis, ensuring spend is accurately tracked and reconciled.
- To provide regular updates on fundraising performance against targets and KPIs and actions taken to improve results.

## **Response handling**

- Alongside the other community fundraising manager, manage the community fundraising team's response handling work, ensuring an exemplary level of supporter care. This will include ensuring that all enquiries are triaged effectively and that every supporter has a great experience.

- Alongside the other manager, ensure that day to day processes across the community team are fit for purpose, run in a timely fashion and are well documented and clear.

### **Delivery**

- To be accountable for delivery, including project management of various aspects of the strategy, across your regions and country, ensuring activity remains on track and providing regular progress updates to the senior manager.
- To work with the fundraising operations team to ensure the smooth delivery of the community fundraising programme. To include reporting, analysis and data processes.
- To ensure that all relevant information is correctly captured on the database and effective data protocols are in place.

### **Cross team working**

- To build relationships with other teams and especially with peers, so that the work of the community fundraising team is understood and actively supported. And that your team is working constructively with others.
- To support the work of the fundraising products team. This may include promoting fundraising products to community audiences and stewarding mid or high value supporters participating in these products.

### **Other**

- A willingness and ability to travel across the UK, and occasionally overseas, and work outside of usual hours.
- To adhere to all Breast Cancer Now policy and ensure all fundraising activity is carried out in adherence to charity law and regulation.
- To undertake any other duties that are within the scope and remit of the role and as agreed with your manager.

## Person specification

### Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
Significant fundraising experience, working with individuals, groups, clubs and societies, and local companies.	X	X
Demonstrable experience of successfully implementing strategic plans and managing a portfolio of activity to meet targets.	X	X
Can show ability to grow income and achieve financial KPIs.	X	X
Demonstrable experience working with high value and complex supporters, to develop long term relationships and grow income.	X	X
Demonstrable knowledge and experience of successfully working with fundraising volunteers and volunteer development.	X	X
Demonstrable experience working with databases and data.	X	X
Experience managing and leading a team.	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience managing complex projects, with multiple deliverables and stakeholders.	X	X
Experience of working effectively remotely, and remote management techniques.		X
Experience managing or supporting on marketing activity and campaigns.		X
Demonstrable experience engaging with mass community audience in response handling.	X	X

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Ability to lead, nurture and inspire a fundraising team to achieve their objectives and cultivate a supportive environment.		<b>X</b>
Driven, enthusiastic and determined to deliver and exceed targets; can deal positively with setbacks and is able to identify and implement solutions to resolve difficulties.		<b>X</b>
Best in class relationship building skills, with the ability to adapt your style to effectively engage with a wide range of audiences, and share your expertise with your team.		<b>X</b>
Excellent time management and organisational skills with the ability to plan and prioritise work, manage conflicting demands and meet deadlines.	<b>X</b>	<b>X</b>
The ability to influence and effectively negotiate, be diplomatic and assertive, and inspire confidence both internally and externally.		<b>X</b>
Data literate and numerate, with the ability to interpret and action data and insight and KPI's.	<b>X</b>	<b>X</b>
Brilliant written and verbal communication skills, with the ability to create impactful copy for marketing and stewardship activity.	<b>X</b>	<b>X</b>

## **Additional role information**

### **Key internal working relationships**

- Digital engagement
- Digital products
- Data and insight
- Supporter experience
- Brand
- Supporter care
- Wider community & events team

### **Key external working relationships**

- Agencies and suppliers, such as fulfilment houses and consultants
- Charity networking groups and sector peers
- Networks of new and existing groups, organisations, individuals and companies

## General information

<b>Role location and our hybrid working model</b>	<p>This role is based in either our Sheffield or Glasgow office and our flexible hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in one of the two below offices.</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday, Tuesday, Wednesday and Thursday).</p> <p>Robertson House, Ground Floor, 152 Bath Street, Glasgow, G2 4TB, (open Monday to Friday).</p>
<b>Induction</b>	<p>We believe that a positive induction experience is really important. We will send you a welcome pack, which gives you a great friendly introduction to Breast Cancer Now and tells you all about your local office, including those all-important lunch spots. You'll be assigned a buddy, who will help you orientate the charity over a coffee. And you'll follow an initial two-week induction programme where you'll meet your key stakeholders and be introduced to your new role.</p>
<b>Hours of work</b>	35 per week, Monday to Friday, 9am to 5pm
<b>Contract type</b>	Permanent
<b>Medical research</b>	<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 they're no alternatives.</p>
<b>Conflict of interests</b>	<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>
<b>Immigration, Asylum and Nationality Act 2006</b>	<p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>



## 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.