

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.

Job title	Community fundraising operations executive
Directorate	Fundraising, communication & engagement
Team	Community fundraising
Job title of reporting manager	Senior community fundraising operations officer
Job title(s) of direct reports	N/A
Document created (month and year)	March 2024

Directorate overview - fundraising, communications and engagement

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 builds 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

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 in both the short and long term.

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 executive is:

- To help deliver the mass market 'DIY fundraising' programme, to meet or exceed income targets.
- To provide operational support across the community fundraising team and assisting on key projects.
- To manage enquiries from supporters receiving the automated email journey and help the wider team with other supporter stewardship when needed.

The post holder will work closely with the wider community team including the community fundraisers and community fundraising executives.

Key tasks and duties

Mass market 'DIY fundraising'

- To help deliver the mass marketing 'DIY fundraising' programme and seek opportunities to improve KPIs.
- To manage the fulfilment of the fundraising pack, working closely with external suppliers.
- To support with the delivery of the automated stewardship email journey.
- To manage day to day enquiries from supporters receiving the automated email journey.

- To thank supporters in a timely and personalised way.
- To manage the sign-up process on a day-to-day basis and maintain database records for supporters by liaising with all relevant internal teams.
- To identify supporters who would benefit from personalised stewardship from the community fundraisers and executives, triaging them to the relevant team members.
- To support on the co-ordination and delivery of marketing activity, working closely with the community and events marketing team.
- To capture supporter stories to be used in marketing and stewardship materials.
- To work with the senior officer on reporting and implementing tests and optimisations.
- To work with the senior officer to gather insight and knowledge on mass market DIY fundraising to help grow income.

Operational support

- To support on the fulfilment of fundraising materials for all community supporters. This will include reporting on stock levels and ordering new stock.
- To support the senior officer on the development, implementation and documentation of new processes.
- To brief and manage external contractors and suppliers such as fulfilment houses and printers, negotiating when appropriate to minimise costs for the organisation.
- To support the community fundraising executives on supporter stewardship at busy periods of the year.
- To provide ad hoc and varied operational and administrative support to the wider community team as required.

Supporter journeys

- To help with the implementation of stewardship journeys across multiple channels, updating and developing new materials and resources where needed.
- To help maintain all community web pages develop new content as needed.

Reporting & analysis

- To help the senior officer in providing regular updates on activity as required, sourcing information from the database and dashboards.
- To support on insight gathering which may include desk research and attending webinars.

Project delivery

- To support the senior officer on the delivery of projects, such as creative development, marketing activity, or sourcing new suppliers.
- To provide project management support such as developing schedules, briefing internal teams, and sharing regular updates.

Budgeting & finance

- To process invoices for the team, including raising POs, chasing for outstanding invoices and reconciliation.
- To work with finance, supporter care and other internal teams to ensure income is coded accurately so gifts can be acknowledged and thanked in a timely manner.

Staff management & supervision

- Provide training, oversee, and supervise the work of office volunteers and temporary staff when needed.

Cross team working

- To support the work of the wider community and events team, including fundraising products.
- To constructively work with others and support wider organisational goals.

Other

- To maintain and develop your sector knowledge, including networking with other charities and attending webinars and events.
- To be an ambassador at events, ensuring that the charity's profile and reputation are enhanced.
- A willingness and ability to travel across the UK, and occasionally overseas, and work outside of usual hours (Monday – Friday 9am – 5pm) to support delivery of the portfolio.
- To adhere to all Breast Cancer Now's policies and procedures.
- 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
Previous experience using email to steward and/or market to mass audiences.	X	X
Previous experience using relationship management databases and following business processes.	X	X
Previous experience developing reports and presenting results against KPIs.	X	X
Previous experience of undertaking work independently and seeing projects through to completion.	X	X
Previous experience of developing content and communications channels.	X	X

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

	Method of assessment	
	Shortlist	Interview
Previous experience working in the charity or voluntary sector.	X	X
Previous experience working on print and liaising with fulfilment suppliers.		X
Previous experience helping to deliver supporter or customer journeys and providing excellent customer or supporter care.	X	X
Previous experience using project management tools.	X	X
Previous experience working with data, such as developing selection briefs and checking data files.		X

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent communication skills, both written and verbal.	X	X
A great creative eye and strong copywriting skills with the ability to write compelling copy for a range of audiences.	X	X
Logical and analytical with good numeracy skills and the ability to analyse data and information to draw conclusions and make recommendations.		X
Excellent attention to detail, both in terms of your own work and how you communicate to others.	X	X
A team player and a natural collaborator who is eager to support and assist others.		X
Good project management skills; a logical and thorough planner with the determination to see tasks through to completion.	X	X
Excellent time management skills; able to manage a wide and varied workload, prioritising key tasks and ensuring that deadlines are always met, even when under pressure.		X
Great initiative with the ability to identify opportunities as well as find solutions to issues.		X
Naturally committed to the very highest standards of supporter stewardship.		X

Knowledge

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

	Method of assessment	
	Shortlist	Interview
An understanding of email stewardship/marketing best practice.	X	X

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

	Method of assessment	
	Shortlist	Interview
A knowledge of community fundraising.	X	X
A basic understanding of fundraising compliance and data protection.	X	

Role information

Key internal working relationships

You'll work closely with the following:

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

Key external working relationships

You'll work closely with the following:

- External agencies and suppliers, such as print and fulfilment houses
- Charity networking groups and sector peers

General information

Role location and our hybrid working model	<p>This role is based in our Sheffield 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>St James House, Vicar Lane, Sheffield S1 2EX (open Monday, Tuesday, Wednesday and Thursday)</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	35 per week, Monday to Friday
Contract type	Permanent
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 they're 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>

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 and for example, 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.