

Directorate

Fundraising, communications and engagement

Team

Digital

Reporting manager

Head of digital product

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 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 so 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

To oversee the development, delivery, rollout, and ongoing maintenance of a wide range of digital products. The role is focused on delivering our digital strategy, ensuring our digital products optimise user journeys and conversions.

To gather qualitative and quantitative insights from stakeholders, including internal teams and our supporters to build user-focused requirements and deliver innovative projects that continue to support the development of Breast Cancer Now's digital offering. The role will prioritise users, journeys and conversion optimisation ensuring all developments are based on sound testing and analytics to enhance reach and experience.

To work collaboratively with various internal teams and across multiple projects to produce digital products of the highest standard to help communicate the work of the organisation. They will communicate clearly and set expectations on the delivery of bug fixes and workstreams.

To work with external digital agencies to ensure that requirements are prioritised, clearly scoped and user acceptance testing criteria has been set to ensure the quality of work.

Key tasks and duties

- Manage web development projects to help achieve our marketing and organisation objectives. This will include the development and optimisation of our main website, ecommerce platform, fundraising products, digital services and our apps.
- Develop strong working relationships across the organisation and be the main point of contact for internal clients regarding new briefs.
- Work closely with our digital agencies, managing them effectively to ensure successful delivery of projects and related elements.
- Keep the digital team up to date regarding production plans, status and upcoming work to ensure all requirements and deadlines are met to a high standard.
- Work with the digital analytics manager to coordinate the analysis and improvement of our user journeys and experience.

- Provide expert guidance and support to other staff including training, reporting and analysis.
- Develop long-term product development plans for key identified digital products.
- Research and identify opportunities for innovative solutions to improve the quality, reach and effectiveness of our digital products.
- Coordinate our testing programmes, including user acceptance testing (UAT), evaluation surveys, interviews and workshops for new and existing projects.
- 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
Experience of using Umbraco, Drupal or another content management system (CMS)	x	
Experience of ecommerce platforms	x	
Experience of working with external digital agencies	x	x
Experience of reporting metrics including Google Analytics 4 and Tag Manager	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Strong organisational skills with the ability to effectively manage multiple projects at any one time	x	x
Ability to work collaboratively and advise colleagues on digital tools, systems and strategies as required	x	x
A strong communicator with the ability to communicate effectively with internal and external stakeholders	x	x
Highly organised and flexible to changing deadlines	x	x
Technically proficient to ensure the charity gets the best products delivered in the most cost-effective way	x	
Proactive with the ability to work on own initiative to see what is needed and act accordingly	x	x
Positive and solution focused	x	
Contributing team member, learning from others and sharing expertise	x	x
Confident in making decisions regarding own work and equally know when to ask for assistance from manager	x	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Knowledge of Agile or other project management methodologies	x	x

Knowledge of the legal requirements of a web system: GDPR, compliance requirements, data retention	x	
Knowledge of project management tools	x	x
An understanding of user experience led design	x	x
Strong understanding of search engine optimisation (SEO)	x	x

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

	Method of assessment	
	Shortlist	Interview
Knowledge of web systems infrastructure	x	
Knowledge of coding languages	x	
Understanding of the charity sector	x	
Understanding and working with data and supporter operations teams	x	

Role information

Key internal working relationships

You'll work closely with the following:

- Other members of the digital team to ensure our digital projects and products are fit for purpose.
- The wider fundraising, communications and engagement directorate to ensure our websites have relevant functional for our activity, including health information, campaigns, and policy and research communications.
- With other fundraising teams on key digital aspects of products such as wear it pink, challenge events, community fundraising and individual giving.
- The brand team to adhere to guidelines in terms of look and style of our digital products.
- The database team on establishing and implementing agreed processes.

Key external working relationships

You'll work closely with the following:

- External agencies as and when required, including design and digital agencies

General information

Role location and our hybrid working model	<p>This role can be based in either our Cardiff, Glasgow, London or Sheffield offices. 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 either:</p> <p>Tudor House, 16 Cathedral Road, Cardiff CF11 9LJ (open Monday to Thursday)</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB (open Wednesday and Thursday)</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday to Thursday)</p>
Hours of work	35 per week, Monday to Friday
Contract type	Fixed term for 2 years
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's no alternatives.
Conflict of interests	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.
Immigration, Asylum and Nationality Act 2006	You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.
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 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.

Job description dated June 2024

Find out more about us at
breastcancer.org

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support charity