

Directorate

Fundraising, communications & engagement

Team

Digital team

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 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 digital project manager will be joining our well-established, flourishing digital team made up of product, engagement and marketing specialists committed to empowering people who are affected by breast cancer.

Breast Cancer Now have transformed our digital offering over the last couple of years to create a unified, supportive and inclusive experience for those who want to know more about breast cancer and access vital support services, to inspire individuals to support our fundraising efforts and to continue to expand the reach of our world-leading research programmes.

This role will be responsible for the planning, delivery, tracking and communication of key digital projects at Breast Cancer Now. These projects will often be cross organisational, large-scale pieces of work involving working in a matrix manner. The role will work in close collaboration with our product, UX, content and digital transformation teams in program delivery and with our external partners to deliver a roadmap of continuous improvement across our digital ecosystem.

Key tasks and duties

- Build and maintain relationships with internal and external stakeholders, ensuring they are kept up to date on the progress of projects, sprints, potential risks and delays.
- Create and maintain all project documentation and status reporting including project plans, objectives, requirements, deliverables, success criteria, milestones, dependencies, project status, timelines and burndown rate against budget.
- Champion and oversee agile ways of working at Breast Cancer Now and with our external development partners.
- Work closely with product leads and development partners to ensure successful delivery against our strategic roadmap and product backlog.
- Ensure risks are accounted for and that an appropriate risk management process is in place and followed by the project team; tracking risks, changes, assumptions, decisions and issues.
- Provide guidance throughout the project planning and execution phases, identifying and addressing issues as encountered within a broad area of expertise.
- Liaise with senior managers and managers across the wider digital team, as well as across the organisation, to manage each project and ensure that project tasks are resourced, remain on track and are meeting clearly defined objectives.
- Respond to issues, challenges and concerns that arise during projects, challenging and pushing back as required
- Explain complex issues and work with others to reach a consensus in order to achieve the project objectives/success criteria.
- Develop project timelines, in collaboration with internal and external inputs and manage dependencies with other delivery teams, such as the data team.
- Create suitable project governance and steering frameworks, manage stakeholders, RACI and communications for the overall high-level delivery schedule and project status.

Collaboration and stakeholder engagement

- Work closely with internal stakeholders to ensure projects run smoothly.
- Work closely with the data team ensuring their activities are understood and planned in.
- Work with the digital team to foster a culture of continuous improvement and innovation across the organisation.
- Work with our digital partners, especially their project managers, to keep delivery plans on track and resources aligned.

General responsibilities

- Collaborate with heads of product, UX and transformation to adopt user-centred and agile ways of working across Breast Cancer Now.
- Represent digital positively in internal and external meetings, adhering to organisational policies and procedures.
- Maintain awareness of emerging digital trends to identify opportunities to evolve our products and services.

Person specification

Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
Demonstrable project or delivery management experience	X	X
Experience delivering digital projects, sprints and continuous enhancements initiatives	X	X
Highly collaborative with experience across different directorates / functional areas of an organisation	X	X
Experience in acting as the central contact point across an organisation		X
Proven experience of Agile, ideally with associated Agile qualification	X	X
Proven experience of creating and maintaining project documentation such as project plans, RAID logs and budget trackers	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience of working in the charity or public sectors	X	X
Experience in delivering new services or service improvements		X

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Exceptional planning, organisational and time management skills, with ability to prioritise own workload work collaboratively with others	X	X

Excellent written and verbal communication skills, to ensure clarity of joint objectives and interdependencies are understood and committed to	X	X
Strong interpersonal skills with ability to influence, challenge, negotiate and motive others to deliver		X
Ability to manage multiple projects and prioritise competing priorities, with a 'can do' attitude		X
Ability to work with other delivery teams to recognise dependencies, align activities and mapping the critical success path to successful delivery		X
Ability to communicate complex concepts in plain English to team members outside the digital team		X
Ability to identify areas for iterative improvement in project delivery, and seeking associated solutions, while ensuring planned dates are achieved		X
Meticulous attention to detail		X
Pragmatic and solution focused		X

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Project management tools, such as Jira and Trello	X	X

Role information

Key internal working relationships

You'll work closely with the following:

- Digital and content teams, senior stakeholders across fundraising, engagement, nursing, support services, public health and campaign teams

Key external working relationships

You'll work closely with the following:

- External vendors providing design, development and content services

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>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday). In January 2025 our London office will move to 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 November 2024

Find out more about us at
breastcancer.org

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support charity