

# Direct marketing executive (legacy and journeys)

## **Directorate**

Fundraising, communications and engagement

## **Team**

Individual giving

## **Reporting manager**

Senior manager (legacy and journeys)

## **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**

- Assisting on the management of legacy marketing campaigns where required, across a range of communication channels, including digital, telemarketing, direct mail, DRTV, legacy events and internal communications.
- Support with legacy administration to ensure efficient management of legacy notifications.
- Monitoring expenditure, income and KPI's, reporting against target and the reconciliation of financial reports.
- To successfully manage and review allocated campaigns from start to finish. Campaigns would be allocated by the direct marketing manager.
- Providing general administrative support to the team.

### **Key tasks and duties**

#### **Campaign management:**

- Plan, deliver and manage activities to promote gifts in wills to existing supporters and external audiences through a variety of media channels which may include online, telemarketing, DRTV, direct mail and internal communications.
- Assist the team in management of campaigns including briefing/training agencies, sourcing material, proofing creative copy and artwork, proofing print and laser proofs and monitoring campaign fulfilment, as and when required.
- Assist with gift in wills administration.
- To be accountable for operating against agreed schedules and processes, liaising with internal and external customers and suppliers as agreed. Ensure suppliers are briefed and identify and monitor the support required throughout the campaign period.

### **Results and budget management:**

- Take responsibility for processing allocated invoices and keeping the team's invoice log up-to-date, producing reports on expenditure variances, working with finance systems and liaising with the finance team.
- Be responsible for keeping track of the results of your campaigns and feeding results into weekly round ups.
- Work with other executives within individual giving to collate and produce departmental weekly results.

### **Agency management:**

- Assist with briefing and managing suppliers as and when required.
- To demonstrate best practice in working with key internal and external suppliers to ensure maximum efficiency and campaign effectiveness.
- Assist with training and inspiring fundraisers in external agencies, communicating the work of Breast Cancer Now to them as and when required.

### **Team administration:**

- To support the team with raising POs and processing invoices through the Breast Cancer Now finance system.
- Support other executives within individual giving to manage the face-to-face site list process, includes monitoring site bookings and identifying any site clashes.

### **Communications:**

- Help to promote gifts in wills to teams across the charity, building strong relationships internally to support wider legacy promotion.
- Use key messages, stories and examples that inspire and explain our work to a public audience in order that they actively respond to the marketing.

### **Legal/Risk:**

- Develop and maintain accurate, up-to-date and organised records for all supporters and prospects using organisational databases. Ensure all supporter information is managed and stored in line with data protection regulations and compliance team guidelines.
- Represent the charity within relevant consortia and compliance bodies such as the fundraising regulator.

## **General responsibilities**

- Participate in and support individual giving wider plan and strategy through team meetings and project work.
- Build and retain a network of contacts across the charitable and commercial sector to keep abreast of developments and adopt new practices, that may impact on or serve as an opportunity for the charity.
- Represent the charity at events and enhance our profile and reputation with willingness to work some anti-social hours.
- To adhere to Breast Cancer Now's policies and procedures.
- 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:

	Method of assessment	
	Shortlist	Interview
In using windows-based software packages including word processing, spreadsheets, electronic mail and the internet to deliver tasks and projects	X	X
Experience of managing a busy or varied workload and meeting agreed deadlines and/or targets	X	X
Experience of working with external suppliers to deliver campaigns/projects	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience of working in a similar environment e.g. marketing, fundraising, sales etc.	X	X
Experience of working on marketing or fundraising campaigns, can be from across a range of channels such as direct mail, email, digital and telemarketing	X	X
Experience of working to budgets and KPIs or targets	X	X
Experience of reporting and analysing results of campaigns	X	X
Working knowledge of relationship management databases and reporting tools	X	X

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
A desire to work in either fundraising or direct marketing	X	X
Ability to take a flexible approach to managing a wide and varied workload, prioritising accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines	X	X
Ability to effectively build working relationships with external agencies and suppliers.	X	X
Highly numerate, excellent IT skills including Excel	X	X
Highly organised, strong attention to detail	X	X
Excellent communication skills, both written and verbal	X	X
Ability to effectively build working relationships with external agencies and suppliers	X	X

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

	Method of assessment	
	Shortlist	Interview
Be able to deliver engaging presentations to a variety of audiences (internal and external)		X
Be actively engaged in the marketplace and aware of developments in the legacy fundraising sector		X

## Knowledge

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

	Method of assessment	
	Shortlist	Interview
An understanding of legacy marketing and supporter stewardship		X
An understanding of fundraising within the charity sector		X

## **Role information**

### **Key internal working relationships**

You'll work closely with the following:

- Senior direct marketing manager – legacy & journeys team
- Wider legacy & journeys team
- Head of individual giving
- Supporter operations teams – data, supporter care and compliance
- Communication and engagement team
- Wider organisation

### **Key external working relationships**

You'll work closely with the following:

- Agencies and suppliers
- A broad range of supporters, including people who have/ have had breast cancer and their families who are actively engaged in our promotional activity for fundraising/gifts in wills
- Fundraising networks and wider charity networks

## General information

<b>Role location and our hybrid working model</b>	<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>
<b>Induction</b>	<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 your 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>
<b>Hours of work</b>	<p>35 per week, Monday to Friday</p>
<b>Contract type</b>	<p>Permanent</p>
<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 there's 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>



## 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.

