

# Direct marketing executive (lottery and raffles)



## Directorate

Fundraising, communications and engagement

## Team

Individual giving

## Reporting manager

Senior direct marketing manager (lottery and raffles)

## 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.

Find out more about us at  
[breastcancer.org](https://breastcancer.org)



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

- To support the lottery & raffle team to manage a program of direct marketing fundraising campaigns in order to increase unrestricted net voluntary income - developing and retaining our weekly lottery players and raffle donors and developing engagement activities to build income over time.
- To be responsible for delivering agreed activity through a range of communication channels such as face-to-face, direct mail, digital, telemarketing, email and any other relevant channels.
- To provide administrative support that ensures the effective delivery of the Pink Ribbon lottery.

### Key tasks and duties

- To support the officers to manage ongoing relationships with face-to-face agency partners, delivering regular giving recruitment through the channel, in line with budget KPIs.
- Plan, deliver and manage email raffle campaigns to raise income and build relationships with supporters through digital channels, to schedule and budget.
- Manage a range of telemarketing campaigns – reactivation, cross sell, upgrade – responsibilities will include briefing and managing agencies, sourcing script

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material and managing sign-off process, managing data selections, campaign set up, monitoring results and campaign analysis.

- 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.
- Manage administration of the supporter journey for pink ribbon lottery players – mailings and email. Will include updating content, managing data selections, printing stock, liaising with fulfilment house.

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

- Work with other executives within Individual Giving to collate and produce departmental weekly results.
- To take accountability for ensuring that assigned direct marketing campaigns are managed against agreed expenditure levels.
- Monitor and report on results of raffle email campaigns, including segment analysis and recommendations for future campaigns.
- Monitor and report on results of telemarketing campaigns, including segment analysis and recommendations for future campaigns.

### **Agency management:**

- Support the officers in managing day-to-day relationships with face-to-face agency partners, ensuring that they deliver the best possible service, meeting campaign KPIs.
- Brief and manage internal and external suppliers, acting as point of contact for day to day queries and results management.
- Conduct charity training for face-to-face fundraisers alongside the direct marketing officers.
- To demonstrate best practice in working with key internal and external suppliers to ensure maximum efficiency and campaign effectiveness.

### **Team administration:**

- To support the team with raising POs and processing invoices through the Breast Cancer Now finance system.
- Work with other executives within individual giving to manage the face-to-face

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site list process, includes monitoring site bookings and identifying any site clashes.

- Manage the weekly administration required to effectively run the pink ribbon lottery

### **Communication:**

- 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 fundraising 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.
- Adhere to Breast Cancer Now's Health, Safety and Wellbeing Policy and Procedure.
- 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

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

	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
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 skills and attributes:

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

## Knowledge

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

	Method of assessment	
	Shortlist	Interview
An understanding of direct marketing		X
An understanding of prize-led fundraising within the charity sector		X

## Role information

### Key internal working relationships

You'll work closely with the following:

- Lottery and raffles team (direct marketing officers, and senior direct marketing manager)
- Wider individual giving team cash & DD Team, legacy and supporter journeys team
- Supporter care team
- Data team
- Digital team
- Brand and comms team

### Key external working relationships

You'll work closely with the following:

- Face-to-face fundraising agencies
- Telemarketing agencies
- Raffle fulfilment agency
- External lottery management agency

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## General information

<b>Role location and our hybrid working model</b>	<p>This role is based in either our London or 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>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> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday to Thursday)</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 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>
<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	Fixed term (12 months)

<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</p>



	interests or prejudice the interests of the charity or the work undertaken.
<b>Immigration, Asylum and Nationality Act 2006</b>	You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.
<b>Our commitment to equity, diversity and inclusion</b>	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 November 2024

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**BREAST  
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 NOW** The research &  
 support charity