

Directorate

Fundraising, communications and engagement

Team

Community and events

Reporting manager

Events manager

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 maximise net income of a portfolio of smaller events, developing strong relationships with a core group of supporters to enhance engagement and repeat participation.

Key tasks and duties

Event delivery

- Fully manage the recruitment, stewardship and delivery of a number of events within the portfolio.
- Manage the logistics and delivery of your events including training days, cheering points and post-race receptions and events.
- Manage the registration process, web systems and maintain database records for all event supporters by liaising with all relevant internal teams and external fulfilment companies.

Supporter care

- Implement the conversion supporter journey for new event enquiries and thank all event participants in a timely, personalised and appropriate manner.
- Implement supporter journeys, building excellent relationships with participants, ensuring we reflect best practice in supporter retention and development to maximise the amount raised.
- Implement post event stewardship journeys to retain participants, delivering an increase in repeat participation and cross selling support for Breast Cancer Now.
- Provide support with excellent relationship building with all participants.

Marketing

- Work with the community and events marketing manager to convert enquires and grow numbers of event participants via a variety of channels (e.g. email marketing, digital advertising, social media promotion).
- Work with the community and events marketing manager to monitor and report on the most effective channels to ensure investment is maximised.

- Work with the PR team to generate engaging and impactful case studies for use in the media and online.

Finance and database

- Responsible for reaching financial targets as agreed.
- Work with the event managers on development of budgets for events within your portfolio.
- Track and monitor performance of events within your care and maintain detailed records of key KPIs of recruitment and income.
- Maintain detailed and accurate records on Unity, updating communication preferences and registrations where necessary.

Sponsorship and third parties

- Work with the event managers to understand the requirements of the team for the upcoming events season and secure relevant sponsorship and gifts in kind to support this.
- Manage relationships with, and the work of, external suppliers for each event in your care to ensure they are delivering to budget and expected performance standards.

Cross organisational working

- Engage the organisation's supporters in helping to build the Breast Cancer Now brand and deliver key public health messages.
- Be an ambassador at events, supporting the delivery of Breast Cancer Now's vision and 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.

General

- Any other duties as directed by and agreed with the line manager.
- Adhere to Breast Cancer Now's health, safety and wellbeing policy and procedure and all other HR-related policies and procedures.

Person specification

Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
Experience of undertaking projects independently and seeing projects through to completion	x	x
Experience of displaying excellent customer service skills and building relationships with supporters to engage them the charity	x	x
Experience of working in a fast-paced environment and an ability to work both independently and in a team	x	x
Significant experience of performing administrative tasks	x	x

It's desirable for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience of working in the charity/voluntary sector	x	

Skills and attributes

It's essential for you to have the following:

	Method of assessment	
	Shortlist	Interview
Excellent relationship management skills: able to build new relationships from scratch and consistently develop and build on existing relationships with supporters and colleagues at all levels	x	x
Excellent time management skills: able to manage a wide and varied workload, prioritising key tasks and ensuring that deadlines are always met	x	x
Ability to represent Breast Cancer Now professionally with a range of external audiences including event participants, event suppliers, other charities' staff and members of the public		x
Ability to work under pressure, keeping calm and thinking clearly		x
Logical and analytical: able to record information consistently and accurately and pull key information to enable sound analysis	x	x

Good initiative and creativity with ability to proactively identify and seize opportunities and find solutions	x	x
Ambitious and determined, both personally for your own professional development and for the organisation		x
Excellent attention to detail	x	x

It's essential for you to have the following:

	Method of assessment	
	Shortlist	Interview
A working knowledge of relationship management databases	x	

Role information

Key internal working relationships

You'll work closely with the following:

- Colleagues within the fundraising and partnerships directorate
- Colleagues at all levels across fundraising, communications and wider charity

Key external working relationships

You'll work closely with the following:

- A broad range of supporters, individuals and groups
- Professional fundraising networks and wider charity networks

General information

Role location and our hybrid working model	<p>This role is based in our London or Glasgow 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 either:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB (open 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	<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 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 July 2024

Find out more about us at
breastcancer.org

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