

Directorate

Fundraising, communications, and engagement

Team

Community fundraising and events

Reporting manager

Events manager

Direct reports

Events assistant

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

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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 by delivering key third-party events including runs, cycles and triathlons, maximising their amount raised and repeat participation rates.

Key tasks and duties

- To 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

- Work with the senior event manager on development of budgets for events within your portfolio.
- To be responsible for reaching financial targets as agreed.
- 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 Enterprise, updating communication preferences and registrations where necessary.

Sponsorship and third parties

- Work with the event manager to secure sponsorship and in kind support for new and existing events within the portfolio.
- 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.

Management and supervision

- To provide line management, support, and supervision to your line report to ensure they achieve their objectives and develop in their roles.
- To co-ordinate staffing at all events (both staff and volunteers)
- To work with the senior events manager and head of events on the recruitment of vacant posts, co-ordinating shortlists, interview panels and questions as required.
- To cascade key and relevant information to direct report in a timely and efficient manner.

Compliance

- To ensure events are delivered safely and legally and comply with fundraising regulations.

Cross organisational working

- Work collaboratively with teams from across the organisation to ensure that all parties are kept regularly updated of events available and to engage their support and involvement where relevant.
- Be an ambassador at events, supporting the delivery of Breast Cancer Now's vision and ensuring the charity's profile and reputation is 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.
- 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 successfully delivering events, including recruitment of participants, development of supporter journeys and stewardship communications to meet net income and supporter retention targets.	X	X
Demonstrable experience of building excellent Relationships with event participants.	X	X
Demonstrable experience of meeting financial targets and use of KPI processes to track progress.	X	X
Proactive working knowledge of relationship management databases.	X	

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

	Method of assessment	
	Shortlist	Interview
Experience of working in the charity/voluntary sector	X	
Experience of line management	X	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 existing relationships with supporters and colleagues at all levels.	X	X
Strong project management skills; a logical and thorough planner with the determination to see tasks through to completion.		X

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Excellent time management; able to manage a wide and varied workload, prioritising key tasks and ensuring that deadlines are always met.		X
Logical and analytical; able to record information consistently and accurately and pull key information to enable sound analysis and suggest areas of improvement.		X
Ambitious and determined, both personally for your own professional development and for the organisation.	X	
Able to work under pressure and think calmly.		X
Flexibility and willingness to travel throughout the UK and work outside of normal working hours (including weekend work) when the occasion demands.	X	X

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Excellent knowledge of the current events market including key trends.	X	X

Role information

Key internal working relationships

You'll work closely with the following:

- Community and events team
- Data team
- Digital team
- Brand team
- Supporter care team

Key external working relationships

You'll work closely with the following:

- Event organisers
- Agencies and suppliers
- A broad range of supporter, 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:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)</p> <p>Or</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB (open Wednesday and Thursday)</p>
Hours of work	35 per week, Monday to Friday
Contract type	Permanent
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.

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