

Directorate

Fundraising, communication and engagement

Team

Fundraising products team

Reporting manager

Fundraising products 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 support the delivery of a range of fundraising products, with a particular focus on virtual events, to achieve net income targets.
- To provide administrative and logistical support, with a particular focus on virtual events.
- To be a first point of contact for supporters, providing brilliant supporter care.

Key tasks and duties

Product delivery

- To assist the fundraising products team on the planning, delivery and project management of our portfolio of products and virtual events to achieve income targets and maximise their potential.
- To assist the fundraising products executive and broader team with managing the sign up process for products and virtual events.
- To ensure records for all supporters are accurately maintained on the database, liaising with relevant internal teams and external agencies as required.
- To create and deliver online content plans for online fundraising activity, working with the wider team to continually optimise and improve communications to engage supporters, in turn uplifting remittance and average gift.
- To produce and maintain a wide range of resources for supporters, and for internal use.
- To assist the regional community team in the development and delivery of fundraising products to reach and engage their audiences, such as Tour de Law and volunteering.
- To assist the wider team in idea generation for new and improved fundraising products.
- To liaise with external contractors and suppliers such as fulfilment houses and printers, negotiating when appropriate to minimise costs for the organisation.

Supporter care and stewardship

- To act as a first point of contact in the team for supporter enquiries, monitoring and managing the inbox and phone lines, as well as new online fundraising pages.
- To provide excellent supporter care and stewardship using a variety of channels including phone and email.
- To monitor and moderate our online communities for virtual events, ensuring that all enquiries are responded to in a timely manner and that members do not break the agreed rules.
- To lead on the fulfilment of incentives and fundraising materials during campaigns, ensuring that data is checked rigorously, and mailings are sent out in a timely fashion, whether from the office or via a fulfilment agency.
- To maintain accurate records of stock to ensure that any shortfalls are flagged to mitigate any potential impact to supporter experience.
- To assist in the delivery of cross channel supporter journeys, championing excellent supporter care and data accuracy to maximise remittance, average gift and retention.
- To develop on and offline resources and content required for the successful implementation of supporter journeys.
- To develop relationships with key supporters and ensure that all supporters are thanked in a personalised and timely way.
- To help identify supporters with the propensity to raise more or support the charity on an ongoing basis, and ensure they receive a relevant journey by the most appropriate team.

Marketing and digital

- To assist the wider team in developing and delivering marketing campaigns using a variety of channels such as email, social and press.
- To assist the wider team on producing reports to monitor campaign performance.
- To help gather stories from supporters, to support marketing and PR activity.

Finance and reporting

- To assist in the development of income and expenditure reports.
- To process invoices for the team, including raising POs and chasing for outstanding invoices.
- To support on income processing, ensuring income is coded accurately and efficiently so gifts can be acknowledged and thanked in a timely manner.
- To accurately follow documented processes, to ensure the smooth running of the fundraising products programme.

Staff management and supervision

- Provide training, oversee and supervise the work of office volunteers and temporary staff when needed.

Other

- To be an ambassador at events, ensuring that the charity's profile and reputation are enhanced.
- To actively develop knowledge of the sector including the fundraising products landscape, including networking with other charities and attending sector events as appropriate.
- To follow protocols, ensuring fundraising is carried out safely and legally and complies with fundraising regulations and Breast Cancer Now's internal policies.
- 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
Demonstrable experience of providing excellent supporter/customer care.	x	x
Demonstrable experience of delivering administration tasks with excellent skills in this area.	x	x
Demonstrable experience working in a fast-paced environment with the ability to work both independently and as part of a team.	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience of working with online communities.		x
Some previous experience working in the charity or voluntary sector, preferably in fundraising.	x	
Demonstrable experience of developing content for supporter journeys and assets for marketing activity.		x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent communication skills, both written and verbal.	x	x
Strong project management skills: a logical and thorough planner with the determination to see tasks through to completion.		x
Excellent time management skills: able to manage a wide and varied workload, prioritising key tasks and ensuring that deadlines are always met, even when under pressure.		x
The ability to be professional, approachable, and friendly when dealing with the public and colleagues, as well as motivate and inspire fundraisers.		x
Logical and analytical with good numeracy skills and the ability to analyse data and information to draw conclusions and make recommendations.		x
Excellent attention to detail, both in terms of your own work and how you communicate to supporters and other stakeholders.	x	x

Great initiative and creativity with the ability to proactively identify and seize opportunities as well as find solutions		x
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Knowledge

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

	Method of assessment	
	Shortlist	Interview
An understanding of relevant fundraising KPIs		x

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

	Method of assessment	
	Shortlist	Interview
A basic understanding of fundraising compliance and data protection.	x	
A working knowledge of relationship management databases.	x	

Role information

Key internal working relationships

You'll work closely with the following:

- Digital engagement
- Digital products
- Brand
- Data and insight
- Supporter care
- Regional fundraising
- Events team

Key external working relationships

You'll work closely with the following:

- Digital platforms
- Agencies and suppliers
- A broad range of supporters, individuals and groups
- Professional fundraising networks and wider charity networks

General information

Role location and our hybrid working model	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 Ibex House, 42-47 Minories, London EC3N 1DY(open Monday to Thursday)
Induction	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.
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 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.