

Job description

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.

Job title	Fundraising products officer
Directorate	Fundraising, communication and engagement
Team	Central community fundraising and marketing
Job title of reporting manager	Fundraising products manager
Job title(s) of direct reports	Fundraising products assistant
Document created (month and year)	April 2024

Overview of 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 builds 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

- Using audience insight to support the development of diverse and innovative fundraising products.
- To successfully deliver a range of fundraising products, including virtual events, to achieve net income targets.
- To provide an excellent experience for all supporters participating in these fundraising products, inspiring engagement and retention.

Key tasks and duties

Product and project management

- To help plan, deliver and develop our portfolio of products, across both virtual events, community and event fundraising disciplines, to achieve KPIs and income targets.
- To project manage and lead on the successful delivery of fundraising products, ensuring clear schedules are in place and internal teams and other stakeholders are briefed and managed appropriately.
- To develop and deliver communication and content plans, maximising engagement from supporters and, in turn, remittance and average gift.
- To help optimise and improve the performance of fundraising products to maximise their potential, turning insight into actions and uplifting KPIs and net income.
- To support the fundraising products manager in growing the fundraising products portfolio, by helping to ideate, test and develop new and refreshed propositions to reach and engage current and prospective audiences.
- To work with the fundraising products manager to gather insight and knowledge across the products portfolio to support growth and improvements across all activities.

- To support the community and events team on the development and delivery of products and propositions to engage new and existing audiences such as Tour de Law, golf days and volunteering.
- To brief and manage external contractors and suppliers such as fulfilment houses and printers, negotiating when appropriate to minimise costs for the organisation.

Supporter care & stewardship

- To help develop, and lead on the delivery of, effective and engaging cross-channel supporter journeys for participants including, but not limited to, email, social and direct mail, and develop resources, content and materials as required.
- To test and optimise supporter journeys to maximise remittance, average gift and retention, taking recommendations forward to provide the best possible supporter experience and ensure KPIs are met or exceeded.
- To support the wider team in providing excellent supporter care and stewardship to supporters using a variety of channels including phone and email.
- To work closely with relationship management colleagues, to ensure that we're providing a relevant and effective experience to supporters, and maximising opportunities to uplift KPIs and drive lifetime value.
- To develop supporter journeys for participants including, but not limited to, email, social and direct mail; helping to develop resources content and materials as required.
- To support the delivery of these supporter journeys, championing excellent supporter care and stewardship, and data accuracy, to maximise remittance, average gift and retention.
- To support the team with 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 support in monitoring and moderating our online communities for virtual events when needed, ensuring that all enquiries are responded to in a timely manner and that members do not break the agreed rules.
- To develop relationships with key supporters, and ensure that all supporters are thanked in a personalised and timely way.
- To manage 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. And that there are sufficient stock levels.
- To help manage relationships with any fulfilment or supporter care agencies for products in your care.
- 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 & digital

- To work with the fundraising products manager, internal teams and the community & events marketing team to develop effective marketing activity.
- To help develop approaches and assets, such as content and resources, for products in your care to drive engagement from supporters, remittance and average gift, across a range of channels.
- To work with digital engagement and the community & events marketing team to monitor and report on performance, including the most effective channels, creative and audiences, to help ensure investment is maximised.
- To lead on the gathering of supporter stories to support marketing and PR activity. To include working with the PR and digital teams to ensure these stories are used effectively across owned and earned channels.

Finance & reporting

- To oversee and provide updates on income and expenditure for products in your care, including producing reports.
- To process invoices for the team, including raising POs and chasing for outstanding invoices.
- To work with finance, supporter care and other internal teams to ensure income is coded accurately and efficiently so gifts can be acknowledged and thanked in a timely manner.
- To work with the fundraising products manager and wider team to ensure processes are documented, understood and followed, and optimised as needed.

Line management

- To maintain a positive, inspiring and respectful culture in the team.
- To provide brilliant leadership to your line report, ensuring they feel supported and able to develop in their roles.
- To cascade key and relevant information to your line report in a timely and efficient manner, championing open channels of communication.
- Provide training, oversee and supervise the work of office volunteers and temporary staff when needed.

Cross team working

- To work collaboratively with teams from across the organisation, being a main point of contact to ensure that, internally, everyone is kept regularly updated on upcoming activities, projects and relationships with suppliers and external stakeholders.
- To be an ambassador at events, ensuring that the charity's profile and reputation are enhanced.

Other

- To actively maintain and develop knowledge of 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.
- To adhere to all Breast Cancer Now's policies and procedures.
- To undertake 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 qualifications and experience:

	Method of assessment	
	Shortlist	Interview
Previous experience working in the charity or voluntary sector, preferably in fundraising.	X	
Demonstrable experience of working on virtual events.	X	X
Demonstrable experience of providing excellent supporter/customer care.	X	X
Demonstrable experience of using online platforms to engage supporters.	X	
Demonstrable experience of undertaking work independently and seeing projects through to completion.		X
Demonstrable experience of developing content and communication channels.	X	

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

	Method of assessment	
	Shortlist	Interview
Demonstrable experience of working on fundraising products from end to end, including ideation, delivery and evaluation, or at least one stage.		X
Demonstrable experience helping to deliver supporter or customer journeys, including using email.		X
Demonstrable experience using relationship management databases.	X	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent communication skills, both written and verbal.	X	X
The ability to be professional, approachable and friendly in dealing with the public and colleagues, and to 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
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
Great initiative and creativity with the ability to proactively identify and seize opportunities as well as find solutions		X

Knowledge

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

	Method of assessment	
	Shortlist	Interview
An understanding of relevant fundraising KPIs.		X

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

	Method of assessment	
	Shortlist	Interview
A basic understanding of fundraising compliance and data protection.	X	

Role information

Key internal working relationships

You'll work closely with the following:

- Digital engagement
- Digital products
- Brand
- Data & 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	<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)</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	35 per week, Monday to Friday
Contract type	Permanent
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 they're 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>

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.