

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.

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| Job title | Head of Asda partnership |
| Directorate | Fundraising, communications and engagement |
| Team | Corporate Partnerships |
| Job title of reporting manager | Associate director, corporate partnerships |
| Job title(s) of direct reports | Asda Partnership Manager Asda Partnership Officer |
| Document created (month and year) | January 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 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 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

The multi-award winning Asda Tickled Pink partnership is in its 28th year and is on-track to celebrate its 30th anniversary in 2026. It's Breast Cancer Now's longest standing and largest corporate partnership.

Job purpose

- To lead the Asda Partnership team to deliver and maximise our flagship partnership, raising nearly £5million for Breast Cancer Now each year.
- To provide strategic guidance and motivational leadership to the Asda Partnership team, ensuring delivery against the partnership strategy and income targets.
- Collaborate to steer the development of the Asda Tickled Pink partnership, alongside our friends at CoppaFeel!, always thinking one step ahead to maximise the partnership with Asda, and for people affected by breast cancer.
- To be the senior contact across the day-to-day workings of the partnership, with overall responsibility for fundraising and engagement, campaigns and strategic projects.
- To be a part of the Corporate Partnerships leadership team and work closely with fellow Heads to ensure that our vision, strategy and plans are delivered.

Key tasks and duties

- To work closely with Asda to set the direction of the partnership, creating and regularly reviewing the partnership strategy, ensuring that team meets short, medium and long-term objectives and that momentum is maintained across the partnership year.
- To autonomously deliver and empower your team to deliver first-class account management to Asda, the charity's largest and most important corporate partnership, ensuring that the partnership delivers across fundraising, strategic aims and our shared long-term aspirations.
- To pre-empt the needs of our biggest corporate partner and influence and engage stakeholders to deliver this.

- To always be on top of the well-managed, complex Asda income and expenditure budget; regularly updating the Associate Director, Corporate Partnerships with the status, including flagging opportunities and risks, as soon as is possible.
- To oversee the delivery of regular monitoring, measurement and impact reporting across the whole scope of the partnership, ensuring that we continue to meet, and exceed, their expectations.
- To proactively identify opportunities to increase partnership outputs (financial or strategic) which build on the 2026 strategy, for the benefit of people affected by breast cancer and develop a way of working which empowers your team to deliver on this.
- To build and facilitate strong relationships at all levels within the partnership, either directly or through stakeholder-mapping, ensuring that the business develops a strong relationship with the charity which transcends individual relationships.
- To become an expert in the context in which Asda is working and the broader Retail market, so that the team can look to you for sharing expertise. Provide regular high-level briefings for the Associate Directors, Senior Leadership Team (SLT) and Trustees, as needed.
- Maintain an excellent level of knowledge around the legal framework the partnership operates within to act as the first point for ensuring that the partnership is compliant legally and is delivering activity to a best practice standard, knowing when to escalate and raise anything of concern to the Associate Director, Corporate Partnerships.
- To provide target-driven and development-focused line management and team direction, ensuring that excellent project and relationship management is delivered across the whole partnership and line reports continue to develop professionally at the charity.
- To build a strong internal profile so that you can influence key stakeholders and utilise their experience and/or seniority to support partnerships within your portfolio.
- To work alongside other Heads within the Corporate Partnerships team to share and take learnings from across the partnership portfolio.
- As part of the Corporate Partnerships senior team, lead on associated cross-team and directorate leadership projects and support the Associate Directors, Corporate Partnerships in overall team development.
- To ensure accurate records are kept through Breast Cancer Now's Unity database, in accordance with Breast Cancer Now's data protection policy, and to support our strategy to have a single supporter view.
- 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 |
| Significant experience of first-class account management of 7-figure partnerships from a corporate partnerships background and/or an account management background | x | x |
| Experience of working with contacts across a partner's business, with differing levels of seniority to retain, grow and secure business | x | x |
| Experience to develop, adapt and deliver a strategy which delivers across fundraising, engagement and strategic goals | x | x |
| Experience of working on a variety of projects and the ability to simultaneously project-manage a wide range of tasks | x | |
| Experience of complex budget management across a number of income streams | x | |
| Experience of impact measurement and reporting across both outputs and outcomes | x | |
| Experience of direct line management | x | |

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

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| Experience of working in a fast paced, multi-faceted environment | x | |
| Experience of senior-level reporting, with confidence and authority presenting to Director-level contacts | x | |
| Experience of line managing remote workers | x | |

Skills and attributes

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| Exceptional relationship management skills with the ability to manage stakeholders at all levels | x | x |
| Excellent written and verbal communication skills, with the ability to communicate and influence a wide range of audiences | x | x |
| Excellent IT skills, including Microsoft Office | x | |

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| Strong organisational, project and time management skills with the ability to use own initiative, prioritise and demonstrate a problem-solving approach | x | x |
| Ability to reflect and think about the 'bigger picture' to plan strategically – with resilience and perspective | | x |
| Ability to think creatively and support team members to develop tailor made proposals to meet partners' needs | | x |
| Ability to think in a clear-minded fashion, with tact and discretion, including at times of pressure | | x |
| Demonstrable ability to work collaboratively across departmental boundaries to achieve shared organisational goals, and to influence and engage colleagues to help you reach partnership objectives | x | x |
| Highly numerate with ability to set, monitor, evaluate and adapt income and expenditure and create appropriate reports | x | x |

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

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| Understanding and experience of specific software and platforms such as social media, digital fundraising platforms and databases | x | |

Knowledge

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| Strong understanding of the commercial sector and major UK brands, and ability to demonstrate business acumen in this capacity when talking to senior contacts | x | |
| Principles of effective line management to create high performing teams. | x | x |

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

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| Strong understanding specifically of the UK Retail and Grocer market, its dependencies, risks and opportunities | x | |
| An awareness of the issues people affected by Breast Cancer can experience | x | |

Role information

Key internal working relationships

You'll work closely with the following:

- Associate director, corporate partnerships
- Asda partnership manager
- Asda partnership officer
- Director of fundraising and communications
- Press, PR & celebrity team
- Brand, marketing and communications team
- Public health team
- Clinical team
- And other key stakeholders across the charity

Key external working relationships

You'll work closely with the following:

- The Tickled Pink team at Asda including the national charity partnerships manager, head of national charity partnerships and community, and national charities co-ordinator
- The Asda team at CoppaFeel! including head of partnerships and corporate partnerships manager

General information

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| 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 may 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 |

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| 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 they're 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. |

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.