

Head of supporter experience (maternity cover)

Directorate

Fundraising, communications and engagement

Team

Individual giving and supporter operations

Reporting manager

Associate director individual giving and supporter operations

Direct reports

Supporter journeys manager, supporter experience manager,
senior supporter insight lead

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 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

The head of supporter experience leads on Breast Cancer Now's strategic approach to improving supporter experience across the organization, ('supporters' in the widest sense - people who give their time, money and voice or benefit from our information and support services). They do this by engaging with all directorates across the charity, including senior leadership, and leading a team with a focus on insight and supporter journeys.

The role leads a supporter centric team that develops how we use insight to improve existing or new journeys at Breast Cancer Now, creates strategies to help us drive a more integrated approach, as well as identifying opportunities for change to improve the overall experience. The head of the supporter experience leads and champions this change. They influence, coach and inspire colleagues, ensuring there is organisational understanding of the value of taking a holistic approach. They bring creative, relevant and innovative external thinking around supporter experience, always thinking bigger when it comes to our content, use of technology and cross sell. They understand the value of supporter retention and the financial value this can bring to the organisation.

The head of supporter experience brings colleagues together to share and co-create the very best experience for all who engage with Breast Cancer Now. Through this, they drive continuous improvement to key metrics such as loyalty, retention and long-term sustainable income for the charity.

- Lead and develop a high performing supporter experience team, managing the senior supporter insight lead, supporter experience manager and supporter journeys manager, and considering other resource needs within the team to deliver future plans.
- Contribute to the development and implementation of the fundraising, communication and engagement strategy, being the voice for supporter experience to ensure it's at the heart of our approach.

- Develop an approach to measuring our progress with supporter experience, setting up reporting of key KPIs and working with the organisational leadership team to hold these to account and build them into business planning.
- Work with senior leadership to develop and agree an approach to evolving our culture around supporter experience, then delivering the agreed approach.
- Work with the Senior Supporter Insight lead to develop our understanding of Breast Cancer Now's supporters and beneficiaries, sharing learnings across the organisation to inform and influence continuous improvement to our supporter experience.
- Work with the wider team and other stakeholders in the organisation to identify and manage key supporter experience projects for continuous development.
- Work with the Supporter Journeys Manager to build continued understanding and buy in for planned, improved, integrated and optimised supporter journeys, keeping the supporter journeys framework relevant and up to date.
- Support the supporter journeys Manager to take teams through the supporter journey development process, ensuring improved journeys are based on audience insight.
- Support the Supporter Journeys manager to develop a new welcome programme.
- Using insight, develop and optimise Breast Cancer Now's approach to cross sell, working with the senior supporter insight lead to deliver and measure the roadmap plan.
- Work with the head of digital engagement to chair the communications coordination planning group, ensuring our email communications are strategically planned and targeted appropriately, influencing our approach in this area.
- Design the supporter experience team budget, managing through monthly accounts and reforecasts.
- Horizon scan new opportunities for Breast Cancer Now's supporter experience, utilising insight and market research tools and maximising on networking opportunities across the sector
- 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
Significant experience mapping supporter or customer journeys based on insight, and measuring their success.	x	x
Experience of successfully managing teams through complex projects at times of great change	x	
Experience influencing senior stakeholders	x	x
Experience creating a framework, guiding principles or writing a strategy for a new programme of work	x	x
Experience managing and leading high performing teams at a senior level	x	x
Experience analysing data, with the support of data/insight specialists, with the ability to interpret complex insight and translate it into action plans	x	x
Experience of working with a range of teams and stakeholders, across all levels, to gain buy in and influence their participation, commitment, and delivery	x	x
Previous experience within a supporter/customer journey or experience role	x	
Experience working on multi-channel marketing campaigns to acquire or retain supporters.	x	

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

	Method of assessment	
	Shortlist	Interview
Previous experience leading a supporter/customer experience of loyalty team, developing supporter experience strategies and integrating them.	x	
Experience facilitating virtual and in-person workshops.	x	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Strong people skills to build effective working relationships and influence at all levels and across departments.	x	x
Strong commitment to our supporters and stakeholders to put them and our relationship with them at the heart of the project.	x	
Commitment to listening, learning, and collaborating to ensure commitment to our supporter experience, with ability to give constructive feedback.	x	
Ability to bring people on board to the understand and buy into the continuous improvement.	x	x
Confidence managing change, including the ability to deal with challenge or questions	x	
Ability to self-manage and set own goals and milestones	x	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
An understanding of and passion for supporter experience	x	x
An understanding of what supporter journeys are and the role they play in supporter experience	x	
A strong understand of data protection and compliance regulations	x	

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

	Method of assessment	
	Shortlist	Interview
An understanding of different acquisition products and	x	

channels commonly used in the charity sector		
A broad understanding of the multiple fundraising, engagement and non-financial giving activities within the charity sector	x	x

Role information

Key internal working relationships

You'll work closely with the following:

- Fundraising and communications director
- Associate director individual giving and supporter operations
- Fundraising and communications leadership team
- All fundraising teams
- All Services teams
- Campaigns team
- Data
- Supporter care
- Digital team

Key external working relationships

You'll work closely with the following:

- Chase index
- Analysis agencies on occasion

General information

Role location and our hybrid working model	<p>This role can be based in our Cardiff/Glasgow/London/Sheffield 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>Robertson House, 152 Bath St, Glasgow G2 4TB (open Wednesday and Thursday)</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday to Thursday)</p> <p>Tudor House, 16 Cathedral Road, Cardiff CF11 9LJ (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 your 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>12 month fixed term contract</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-</p>

	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.

Job description dated September 2024

Find out more about us at
breastcancer.org

**BREAST
CANCER
NOW** The research &
support charity