

Head of user experience

Directorate

Fundraising, communications and engagement

Team

Digital

Reporting manager

Associate director, digital

Direct reports

Digital analytics 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

The head of user experience is a new role at Breast Cancer Now, joining our well-established, flourishing digital team. The team is made up of product, engagement and marketing specialists who are committed to empowering people who are affected by breast cancer.

Breast Cancer Now has transformed our digital offering over the last couple of years. Creating a unified, supportive and inclusive experience for those who want to know more about breast cancer at every stage. And to access vital support services to inspire individuals to help us increase our impact through fundraising and campaigning as well as continuing to expand the reach of our world-leading research programmes.

This role will bring leadership, vision and a deep knowledge user-centred research and UX, UI and content design. To create exceptional experiences for our supporters and service users across multiple digital platforms and channels; keeping their needs at the heart of everything we do.

Key tasks and duties

- Lead a culture of user-centred design and evidence-based optimisation: sharing user insights with stakeholders across Breast Cancer Now and raising awareness of user-centred best practices.
- Manage our digital analytics manager to bring together qual and quant insights and oversee a programme of conversion rate optimisation.
- Work with our lived experience team to ensure that people affected by breast cancer, especially those communities who are currently underserved, fully participate in our strategy and product development.
- Lead all 'upstream' product development activities, working with our agencies to understand our audiences and acting as a business partner to fundraising, engagement, nursing, support services, public health and campaign teams; understanding their strategic aims and helping them understand how new digital channels and experiences can help to reach their audiences.

- Conduct and/or facilitate discovery activities for continuous improvement and new product development initiatives (e.g. ideation or journey mapping).
- Support 'downstream' product development activities by writing user stories and acceptance criteria, helping to refine and prioritise user stories, reviewing and signing off all wireframes, prototypes and visual designs and user acceptance testing all front-end development. Ensuring all digital experiences are accessible, inclusive and tailored to the specific needs of our user groups.
- Work with the head of digital product to develop the vision and roadmap for our digital products.
- Commission our agencies to design and deliver inclusive and empathetic user research and usability testing.
- Shape a comprehensive content strategy that responds to the needs of different audience mindsets and leads our team to implement it, following content design best practices.
- 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
Relevant qualification in user experience or user centred design	x	x
Proven experience in a head of user experience role or in lead user experience role ready for your next challenge	x	x
Experience of working in partnership with external design/development partners	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience of conducting research with marginalised groups and in relation to sensitive topic areas		x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Demonstrable ability to lead, mentor and coach team members to thrive		x
To be passionate about influencing positive change through your work		x
Collaborative and proactive approach		x
Clear, compelling communication style with excellent stakeholder management		x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Deep understanding of UX, Design, IA, content strategy, SEO and product development best practices	x	x
Up to date with the latest tools, trends and technologies		x

Role information

Key internal working relationships

You'll work closely with the following:

- Head of digital product
- Head of digital transformation
- Head of digital engagement
- Associate director, Digital
- Heads of nursing, support services, fundraising, communications and supporter engagement

Key external working relationships

You'll work closely with the following:

- Our primary digital agencies, manifesto and Torchbox
- User centred design, service design and user research agencies
- Heads of user experience from other charities

General information

Role location and our hybrid working model	<p>This role can be based in either our Cardiff, Glasgow, London or 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 either:</p> <p>Tudor House, 16 Cathedral Road, Cardiff CF11 9LJ (open Monday to Thursday)</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB (open Wednesday and Thursday)</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (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	<p>35 per week, Monday to Friday</p>
Contract type	<p>Permanent</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-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	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.

Job description dated August 2024

Find out more about us at
breastcancer.org

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