

Health information and support marketing officer



Directorate

Fundraising, communications and engagement

Team

Brand marketing and planning

Reporting manager

Health information and services marketing 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 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

To manage allocated marketing campaigns and communications within the health information and support marketing programme, with a primary focus on growing awareness of Breast Cancer Now's health information and support offer amongst key audiences.

To collaborate with both in-house and external, creative and media agencies as well as internal stakeholders to deliver marketing campaigns and communications across a range of paid and owned channels.

To manage the results reporting of campaigns and communications within the Health Information and Support marketing programme.

Our team is also responsible for managing the marketing of our two public health information campaigns that raise awareness of the signs and symptoms of primary and secondary breast cancer.

Key tasks and duties

- **Marketing** - work with the Marketing Manager to:
 - A. Deliver the out of home marketing campaign for our support offer (services and nursing), ensuring the budget is utilised effectively to achieve maximum reach within our target audience to drive awareness and understanding.
 - B. Manage the development of any new support marketing print materials and mailings to warm audiences. Be responsible for the review and reprint of print materials.
 - C. Manage location specific digital marketing for services, working closely with key stakeholders to ensure ads launch in time, within budget and drive the registrations needed.
 - D. develop and deliver a marketing plan to engage healthcare professionals, raising awareness of our wide support offer, working closely with the Healthcare Professional Engagement team.
- **Project management** - manage assigned campaigns and communications, including

the development of activity for specific times of year, especially breast cancer awareness month in October.

- **Campaign development** - support the creative development of campaigns this role is responsible for, working with in-house teams and external agencies, briefing stakeholders, appraising creative copy and artwork, managing the approval and production process, proofing, setting up and monitoring results - ensuring maximum efficiency and campaign effectiveness.
- **Results and budget management** – take accountability for ensuring that assigned campaigns are managed against agreed expenditure levels, track, analyse and report on results. Lead on regular deep dive campaign analysis and review performance to ensure learnings are used to inform future plans as appropriate.
- **Stakeholder communication** – keep internal stakeholders abreast of live campaign performance, upcoming marketing activity and any related challenges or opportunities. Share results and findings in timely manner and present as and when required within working group meetings.
- **Media planning** - assist in the development of media plans working in-house and with agencies. Ensure the media channels are robust, responsive and relevant to target audiences.
- **Marketing activity** – uphold day-to-day tasks that support our marketing activity. Including sourcing organic social media content aimed at HCPs, ensuring content is gathered and shared regularly working with the digital engagement team and case study lead. Gathering and monitoring results of this activity as part of campaign reviews. Working closely with the PR team to spot and secure press opportunities.
- 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
Experience in a marketing role managing marketing campaigns.	x	x
Good understanding of range of marketing tools and techniques gained through experience in a marketing department.		x
Demonstrable project management experience, delivering multi-channel campaigns.	x	x
Managing and working beside third party stakeholders including creative and media agencies.		x
Working at pace as part of a creative, solutions-focused team, taking a positive approach to new challenges and making the most of in-house talent and resource.	x	

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

	Method of assessment	
	Shortlist	Interview
Health and science issues relating to breast cancer.	x	
Experience of developing innovative ways of communicating complex health information into language suitable for a lay audience, both written and verbal.	x	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent communication skills, with the ability to write efficiently for both internal and external audiences as well as building effective relationships at all levels.		x
Excellent interpersonal skills, particularly listening skills, tact, diplomacy and assertiveness.		x
A demonstrable interest in health marketing.	x	
Ability to organise, prioritise and deliver a demanding workload.		x
A flexible approach and the ability to work effectively with stakeholders at all levels and across departments.		x
An enthusiastic approach with a high degree of initiative and motivation, and, with the ability to problem solve, share new ideas and seek challenges with the in-house talent and resources available.		x
Understanding of design, print and production, digital marketing and content marketing	x	
Competent with office software packages, including PowerPoint, Excel, Word.	x	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Health marketing and experience in delivering campaigns to support behaviour change.	x	x
Understanding of marketing planning and its role in increasing brand awareness to deliver key performance indicators.	x	x
A full range of media channels: ATL, digital, social, direct, partnerships.	x	x
Knowledge of working with messaging and audience frameworks.	x	x

How to build effective working relationships at all levels and across departments.		x
How to deal effectively with giving and receiving constructive feedback.		x
How to deal effectively with working to tight deadlines and under pressure.		x
How to encourage and act upon feedback and use insight to make improvements.		x

Role information

Key internal working relationships

You'll work closely with the following:

- Nursing, healthcare professional engagement, and health Information team
- Public health, inclusion and awareness
- Services team
- Fundraising, communications and engagement teams

Key external working relationships

You'll work closely with the following:

- Agencies, freelancers and consultants
- Supporters, patients and campaigners

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). In January 2025 our London office will move to The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)</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>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 as 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 October 2024

Find out more about us at
breastcancer.org

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