

Job description

Our charity

We're the breast cancer 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	Mass participation executive (Afternoon Tea) x1 Mass participation executive (wear it pink) x1
Directorate	Fundraising, communications and engagement
Team	Mass participation
Job title of reporting manager	Mass participation manager (Afternoon Tea) Mass participation manager (wear it pink)
Job title(s) of direct reports	n/a
Document created (month and year)	March 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 circa £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

Mass participation team

The Mass participation team sits within the Individual giving team which recruits, retains and develops a range of supporters.

The Mass participation team has 9 posts with a head of mass participation reporting to the associate director, individual giving and supporter operations. The team focuses on wear it pink and Afternoon Tea, two of Breast Cancer Now's biggest fundraising moments.

We believe that the mass participation team has huge potential to grow and develop, helping us maximise net income and providing fantastic supporter experience in the mass product fundraising environment.

Afternoon Tea takes place annually in August, generating £1.3 million per year by engaging over 10,000 people to raise money for Breast Cancer Now at home, in their offices and at school.

Further information is available at <https://breastcancernow.org/get-involved/do-your-own-fundraising/afternoon-tea>

Wear it pink takes place annually in October, generating circa £1.5-2million each year. The campaign engages around 20,000 people to raise money for Breast Cancer Now in their offices, homes and at school. Further information is available at <http://wearitpink.org/>

The Mass participation team is responsible for the end-to-end delivery of both campaigns, from marketing to process design, thanking and longer-term relationship management of supporters, moving them into other areas of fundraising where appropriate and encouraging and enabling them to develop long term and fruitful relationships with Breast Cancer Now.

We have one role that focuses on the Afternoon Tea campaign and one role that focuses on wear it pink. However, there will be opportunity to work across both campaigns within the role.

Job purpose

- To help maximise net income and supporter engagement from our campaigns. Enable Breast Cancer Now to deliver its vision of making breast cancer a survivable disease by 2050.
- To assist in the development and management of other mass participation products and key projects as they emerge.

Key tasks and duties

- In conjunction with the officer and manager, to support the planning and execution of the Afternoon Tea or wear it pink campaign – 2 of Breast Cancer Now's flagship fundraising events.
- To work closely with our fulfilment house and data teams to ensure fundraising materials are sent out to supporters on time.
- To help with and lead on the design and execution of supporter thanking, stewardship and materials, such as the fundraising pack.
- To assist in designing and delivering an excellent year-round supporter experience to those who've taken part in Afternoon Tea or wear it pink before. Ensure that people are as engaged as possible and therefore as likely as possible to take part in a future event.
- To work with the wider team to design and deliver added value and high value stewardship pieces that set us apart from other charities, including the Afternoon Tea loyalty club. Ensuring that this stewardship inspires our amazing supporters to continue to support Breast Cancer Now.
- To help organise our materials photoshoot, as well as assisting with any other creative asset creation projects.
- To manage the Facebook groups and to monitor activity on Breast Cancer Now social channels, coming up with recommendations for engaging and exciting organic social content.
- To respond directly to enquiries from supporters taking part in Afternoon Tea or wear it pink. Manage our supporter inbox, having positive conversations and building long term relationships.
- To maintain project management documentation for each campaign, ensuring we have a detailed record of when and what we did.
- Checking data for stewardship emails and mailings, and then adding information to the database where necessary.

- To support and lead on processes, such as JustGiving coding, thanking and other ad hoc processes. Assist with income processes. Ensuring supporter fundraising totals are recorded accurately.
- To lead on internal comms for Afternoon Tea or wear it pink, ensuring we are engaging and using staff to best effect. With circa 300 employees there is huge potential for staff to help us build these events and make them truly successful.
- Gathering supporter stories for use on social media or our website to attract further support for the campaign. Writing up stories into blogs to be featured on our website, supporter journey or in our materials.
- Working with the manager and officer on campaign evaluations, helping to make recommendations about how to further improve the campaign.
- Make calls to our high value supporters, to thank them for their support and encourage them to take part again.
- Work closely with the other executive and the wider mass participation team to streamline processes and share learnings across the campaigns.
- Any other duties as directed by and agreed with the line manager.

Other duties/general responsibilities:

- To manage the coordination and planning of certain projects within the mass participation team as and when assigned. This will be a mixture of internal and supporter facing work.
- To lead on our horizon scanning and competitor analysis – ensuring we are up to date with sector trends and activities.
- To manage invoices for the campaign and respective products – ensuring we're accurately tracking spend across the financial year.
- To support with proof reading materials and communications.
- To contribute to creative sessions and always feel able to share ideas across our full portfolio. Help to create and operate within a truly open and collaborative team.
- Build relationships across the directorate and wider organisation, working collaboratively and constructively with other colleagues towards wider organisational goals.
- Be an ambassador at events, supporting the delivery of our vision and ensuring that the charity's profile and reputation are enhanced.
- Actively participating in meetings and taking minutes and action points for circulating to relevant internal or external parties.
- 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
Experience of liaising with customers or supporters	X	X
Good project management skills	X	X
Knowledge and understanding of how to build long lasting relationships and deep relationships with supporters	X	X

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Build effective working relationships with colleagues, working collaboratively and constructively	X	X
Take a flexible approach to managing a varied workload, prioritising, ensuring achievement of targets within a fast-paced environment with tight deadlines	X	X
Exceptional attention to detail and ability to plan and execute tasks from start to finish.	X	X
A demonstrable commitment and general understanding of best practice in relationship and product fundraising	X	
Excellent organisational skills	X	
Excellent prioritisation skills	X	X

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

	Method of assessment	
	Shortlist	Interview
Use of a large CRM or database	X	
Working on large volumes of data	X	
A good understanding of Microsoft Excel	X	

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

	Method of assessment	
	Shortlist	Interview
The wider mass participation market	X	X
An understanding of what makes a good supporter journey	X	

Role information

Key internal working relationships

You'll work closely with the following:

- Mass participation manager and all other mass participation team members
- Colleagues at all levels across Breast Cancer Now

Key external working relationships

You'll work closely with the following:

- Fulfilment agency, responsible for printing and delivering our marketing and fundraising materials
- Creative and design agencies, as required
- Other third parties, as the campaign required

General information

Role location and our hybrid working model	<p>This role can be based in our 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:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)</p> <p>OR</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday to Thursday)</p>
Hours of work	35 per week, Monday to Friday
Contract type	Permanent
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 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.