

Mass participation officer (wear it pink)



Directorate

Fundraising, communications and engagement

Team

Mass participation

Reporting manager

Mass participation manager (wear it pink)

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

This role will be focused on the fundraising campaign, wear it pink.

Wear it pink takes place in October each year, generating around £2 million by engaging up to 20,000 people a year to raise money for Breast Cancer Now in their workplaces, communities and at school. Further information is available at <http://wearitpink.org/>.

The mass participation team is responsible for the end-to-end delivery of the campaign, from marketing to process design, supporter stewardship and thanking. We aim to develop long-term relationships with supporters, moving them into other areas of fundraising where appropriate and encouraging them to develop fruitful relationships with Breast Cancer Now.

This role will:

- work alongside the mass participation manager and executive to successfully deliver our annual wear it pink campaigns.
- lead on the development and execution of several key projects within the wear it pink campaign, including supporter journey design and execution, campaign reporting, website content and more.
- help maximise net income from mass participation fundraising events to enable Breast Cancer Now to deliver its vision of making breast cancer a survivable disease by 2050.

Key tasks and duties

- Support and implement the planning and delivery of the wear it pink campaign.
- With support from the mass participation manager, to strategically plan and build a supporter journey that stewards those who take part in wear it pink, increasing retention and engagement and building brand loyalty throughout. This includes writing copy for all stewardship emails and ensuring all supporter journey comms are compliant and in line with fundraising best practise.
- Work with multiple teams across the organisation to deliver that supporter experience to the highest possible standards, including our digital, data and

supporter operations teams.

- Help design the processes that underpin the wear it pink supporter journey, test them, ensure they work and be responsible for their accurate implementation for the duration of the campaign. This includes post registration emails, thanking, paying in reminders and other communications.
- Design thanking and remittance communications that are engaging, on-brand and inspiring. This includes a designing certificates, a piece of direct mail and multiple email campaigns.
- Explore processes and communications that add further value to the wear it pink supporter experience to help us grow our income.
- Manage sensitive supporter data in accordance with our data protection requirements.
- Lead on the development of the wear it pink fundraising pack. Work with our in-house design team to develop the creative concept and artwork.
- Manage the wear it pink pack print and distribution, through a third-party agency. Ensure they are delivering to time, within budget and working to agreed standards.
- Devise and execute added value supporter journeys for high value supporters and repeat participants.
- Manage a portfolio of high value, long standing supporter relationships.
- Support with content creation and photoshoots.
- Respond to supporter emails in a prompt, helpful and professional manner.
- Write up supporter generated content for the wear it pink website. Ensure they have appropriate consent and sign-off.
- Develop excellent relationships with project stakeholders to help ensure work is delivered accurately and on time.
- Monitor key performance indicators, producing reports for the mass participation manager as appropriate.
- Deliver project briefings with the mass participation manager to brief key project stakeholders.
- Actively participate in meetings and effectively lead meetings to achieve objectives.
- Ensure project documents are complete, current, and up to date.
- 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 of working on and contributing to large-scale campaigns	X	
Experience of project management and delivery	X	X
Experience of liaising with supporters, building high value long term relationships	X	X
Experience of writing copy for client or customer-focused materials	X	
Experience of working across teams to achieve desired project goals	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience of running complex processes to deliver personalised supporter journeys to large volumes of people	X	
Experience of working with mass email marketing Systems such as Adestra and building emails	X	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Have strong written communication skills and creative writing experience	X	
Excellent organisational skills and attention to detail	X	X
Ability to build strong working relationships with colleagues, working collaboratively and constructively	X	X
Take a flexible approach to managing a wide and varied workload, prioritising, ensuring achievement of targets within a fast paced and changing environment with tight deadlines	X	X
Proactively identify opportunities for growth and	X	X

confidently present them to the mass participation manager		
Be confident handling large volumes of data	x	

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

	Method of assessment	
	Shortlist	Interview
An understanding of best practice in relationship fundraising in general and as it applies to mass participation fundraising	x	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Use of a large CRM or database	x	
A good understanding of Microsoft Excel	x	

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

	Method of assessment	
	Shortlist	Interview
Knowledge of the current fundraising products market Including how to reach, engage and develop mass audiences to deliver growing net income	x	
Knowledge about the wear it pink campaign	x	

Role information

Key internal working relationships

You'll work closely with the following:

- Wear it pink team
- 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 requires

General information

Role location and our hybrid working model	<p>This role can be based in either our London or Sheffield offices. 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>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>
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	<p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>

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 June 2024

Find out more about us at
breastcancer.org

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support charity