

Philanthropy manager



Directorate

Fundraising, communications and engagement

Team

Philanthropy and special events

Reporting manager

Head of philanthropy

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

This role presents a great opportunity for a creative and self-motivated major donor fundraising specialist who has already proved themselves to be successful in this field. The successful candidate will be an expert at relationship management development with high net worth individuals. A prerequisite for this role will be experience of raising significant funds from new business opportunities. These funds will deliver results towards an ambitious new phase for Breast Cancer Now.

We're looking for a proactive person with excellent relationship building, cultivation, solicitation and stewardship skills. The successful candidate will be someone who is passionate about the services and research that are at the heart of our work. You'll need to be visionary, dynamic and entrepreneurial. In addition, you'll need to demonstrate an inspirational yet empathetic nature towards our supporters, some of whom will have lost a loved one to breast cancer.

Building networks and understanding what motivates our supporters and aligning our activities with their philanthropic interests are essential to our growth plans for major gifts.

A key focus of this role will be to support our major gifts fundraising programme, by identifying new potential donors who can make transformational gifts.

The post holder will work closely with the head of philanthropy and key internal stakeholders. The role will focus on securing and developing long term relationships with new major donors. The resulting gifts will provide the sustainable income needed to deliver our ambitious vision that by 2050, everyone with breast cancer will live and be supported to live well.

Key tasks and duties

- To develop and manage positive relationships with a pipeline of new business high net worth prospects, leading to first time major gifts of 5 and 6 figures.
- To develop and manage positive relationships with an agreed portfolio of existing 5 and 6 figures major donors.
- To work with the head of philanthropy and prospect researcher to support the identification of new major gift opportunities from high-net-worth individuals. And

develop cultivation strategies for prospective donors to ensure a steady, growing stream of financial commitment to Breast Cancer Now.

- To build strong relationships across the organisation by:
 - sourcing information from the research communications and service delivery teams to develop accurate, inspiring and compelling fundraising propositions for potential and existing major donors
 - working with the brand, marketing and communications team on any design needs for proposals and reports writing.
- To communicate the charity's work effectively to all prospects including:
 - preparing bespoke reports and proposals
 - writing short case-studies and in-depth project descriptions
 - interpreting and presenting complex financial and scientific data
 - presenting clearly verbally or in writing
 - confidently engaging in person with supporters and prospective supporters at cultivation events and meetings where required.
- To ensure the best possible stewardship journeys for supporters, maximising opportunities for project visits and for personal involvement.
- To ensure reports, proposals and gift acknowledgements follow best practice and are communicated and stored in adherence with GDPR.
- To take responsibility for ensuring that all relationships with high-net-worth individuals achieve their optimum long-term potential.
- To ensure Breast Cancer Now delivers on all our reporting commitments to donors.
- To support the wider team by contributing to annual planning and reporting as well as reporting against agreed budgets.
- To develop effective working relationships with senior management and trustees to maximise their contribution to the philanthropy programme.
- To develop effective relationships with senior volunteers, using their networks to deepen the prospect pool of potential major donors.
- To support the head of philanthropy in evaluating and reporting against operational plans and budgets to ensure objectives are achieved in all areas.
- To maintain accurate records for activity including asks, mailings, updates and income for all supporters through Unity, our CRM database.
- To ensure funds received are accurately allocated as unrestricted or restricted to agreed funding propositions.
- To maintain excellent knowledge of charity sector trends, identifying and capitalising on relevant opportunities for us.
- To be an ambassador at events, supporting the delivery of our vision and ensuring that our profile and reputation are enhanced.

- To work actively with other colleagues to achieve wider organisational goals.
- To champion philanthropic activity to colleagues across Breast Cancer Now, ensuring that we are maximising opportunities for the greatest return.
- To promote innovation and improvement in all areas.
- 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 initiating successful relationship building with new business high-net-worth prospects, leading to securing significant and transformational philanthropic support | x | |
| Experience of working with senior volunteers and trustees and understanding what motivates them to support an organisation and raise money | x | |
| Experience of using a charity CRM system | x | |
| Demonstrable experience of working across teams and departments internally to create proposals and reports for donors, as well as growing relationships in innovative ways | x | |
| Demonstrable experience of meeting personal and team income targets | x | |
| Evidence of securing 5 figure gifts or more from high-net-worth individuals, having made the approach directly | x | |

Skills and attributes

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

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| Excellent interpersonal, networking and relationship Building skills, with the ability to comfortably represent us at events and 1:1 meetings | | x |
| Excellent research skills with the proven ability to research potential donors and identify new opportunities | | x |
| Outstanding written communication skills with the ability to write original fundraising proposals and reports to an exceptionally high standard | x | |
| Ability to re-prioritise quickly, to work calmly under Pressure and meet tight deadlines | | x |
| Ability to work well within a team, undertaking own administrative tasks as required | | x |
| Proven ability to construct single and multi-year budgets for proposals and report on these throughout the year | | x |
| Excellent attention to detail | | x |

| | | |
|---|--|---|
| Motivated with the ability to be flexible and adaptable | | x |
| A good team motivator and morale booster | | x |
| Ambitious for own self and charity | | x |

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| Understanding of breast cancer issues and the ability to deal sensitively and empathetically with these issues in practice | | x |

Knowledge

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| Demonstrable expert knowledge of best practice in major donor identification, qualification, cultivation, solicitation and stewardship | x | x |
| Understanding of current legislation, policies and issues affecting major donor fundraising and the charity sector including GDPR | | x |
| Extensive knowledge of the major donor landscape, marketplace, trends, competitor awareness and potential issues that may arise | | x |

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| Good understanding of scientific and/or medical research | | x |
| A good understanding of the wider fundraising sector | | x |

Role information

Key internal working relationships

You'll work closely with the following:

- CEO, senior management and trustees
- Fundraising, communications and engagement colleagues
- Research, support and influencing colleagues
- Finance team

Key external working relationships

You'll work closely with the following:

- Existing major donors
- Potential major donors
- Networks across the charity sector
- Breast Cancer Now researchers and scientists

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 Ibex House, 42-47 Minories, London EC3N 1DY (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 | <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 | <p>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.</p> |

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

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