

Senior digital marketing manager – email (job share)



Directorate
Engagement

Team
Digital engagement

Reporting manager
Head of digital engagement

Direct reports
2x digital marketing officer - email

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 engagement directorate has responsibility for growing awareness, understanding, trust and engagement with Breast Cancer Now, to inspire people to get support and give support. It's responsible for the £47m annually we raise today and for the growth to £69m we want to raise annually by 2029/2030, including a further £50m from a major Campaign.

From partners, to philanthropists, from people who give individually, through events or through their community, we create engaging and effective routes and communications for our key audiences to give their time, money and voice.

The directorate puts relationships at its heart, using data and insight to shape and drive brilliant relationships and experiences, ensuring people who support Breast Cancer Now – in whichever way they support, or are supported – feel connected, and inspired to give their time, money and voice to make change for people affected by breast cancer now and for the future.

In the 2025-2030 strategic period, the directorate will play a critical role in supporting the organisation to deliver the impact we need and want to have for people affected by breast cancer.

To do this we will:

- Raise awareness of Breast Cancer Now through aligning our paid brand marketing, and our owned, shared, and earned channels to amplify our brand and to shout louder with 1 voice. We'll use creative and innovative routes to do this. Our fundraising will provide a key route to grow awareness, through our products, events and through our supporters in the community who advocate and champion Breast Cancer Now.
- Develop and deliver brilliant fundraising products, events, campaigns that reach and inspire our key audiences to engage and to continue to engage. We'll launch a major Campaign to raise £50m to accelerate our progress to 2050 through focusing on the challenge of dormancy and secondary breast cancer. We'll use this as a route to create philanthropic and partnership fundraising as a long term, sustainable income stream for the future.
- Lead the development of our digital ecosystem, aligning our platforms and products behind our brand and developing our support offer, and engagement opportunities, to reach more people in ways that meet their needs in an accessible way. We'll support the organisational learning, understanding and confidence in digital routes, channels and new technology to deliver our strategy.
- Nurture great relationships with partners and suppliers to create aligned priorities, shared purpose and targets to deliver our best work for people affected by breast cancer. Through being curious about the external environment and prioritising learning, we'll develop, evolve and innovate to support our growth now and for the future.
- Grow and develop our teams, collaborating, challenging and inspiring each other to develop an inclusive, safe and high performing team.

The engagement directorate, is led by the chief engagement officer with a leadership team of 4 directors of the following areas:

- Brand, marketing and communications
- Public fundraising and marketing
- High value partnerships and Campaign
- Digital and data

Job Purpose

As part of a job share, you'll lead the delivery of email campaigns across both marketing and operational (stewardship) communications needed to support the charity's activity. As a key channel in our owned, earned, shared and paid approach to our marketing and communications, strategically leading on key email projects, collaborating with stakeholders across the charity to deliver excellent supporter experience and engagement performance across all email. Working closely with the other senior digital

marketing manager in this job share role to shape the direction, output and processes of the team.

To line manage 2 digital marketing officers - email, supporting the team's development. To work with teams and support them through changes to email. To champion a data-led approach to marketing optimisation and design.

You'll collaborate extensively with the senior manager, marketing and communications planning and measurement (OESP channels) and other teams across the charity to develop plans for email that drive consistent messaging and branding across our activity and support all our other channels of communication to have maximum impact and reach.

To ensure we keep up to date with deliverability best practices and compliance, as well as ensuring consistency.

Key Tasks and Duties

- Support the head of digital engagement in the development of the charity's email strategy
- To lead and deliver strategic projects aimed at improving the charity's email deliverability, performance and supporter experience as part of a job share
- To manage the email communications calendar and support the head of digital engagement with the communications coordination group, strategically planning email communications with supporters and team capacity
- To ensure compliance with the latest deliverability requirements from email providers
- To be one of the organisation's leads on email best practice, trends, keeping up to date with new technologies and functionality
- To co-manage the organisation's relationship with our email marketing platform
- To devise and implement email plans for key activity across the organisation as required
- Together with the senior digital insight analyst and other owned channel teams, contribute to evaluations of the organisation's campaigns to ensure delivery of informative evaluation reports with actionable insight and recommendations for future projects and campaigns; supporting the digital marketing team in feeding into these evaluations.
- To work closely with the data team to drive our work around email automation, evaluate the charity's communications and supporter engagement

Team leadership

- Line manage the digital marketing - email team (4 members, 3 direct reports – with line management split between the job share of 2 senior digital marketing managers), supporting them in their continued professional development and growth
- To work with teams across the organisation to make the processes required for the success of the digital marketing team as efficient and effective as possible, including challenging requests when necessary and working flexibly when needed

- Review and develop processes for how we support the work of the organisation, ensuring SLAs are adhered to
- To champion a culture of data-led decision-making, encouraging testing and learning
- 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
Substantial experience within a digital marketing role in a charity or well-known brand covering email best practice	x	x
Of leading on cross-organisation projects to deliver successful and engaging digital marketing activity	x	x
Experience of managing email marketing systems to produce and optimise effective tracked and measurable campaigns alongside managing contracts and projects such as template designs and API integrations	x	x
Experience of managing staff members and supporting their development	x	x
Deliver of regular reporting to monitor both team and campaign performance	x	x
Substantial experience of creation and implementation of email journeys to support campaign delivery	x	x
Experience of using automation tools such as Zapier to connect digital marketing tools	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience of Breast Cancer Now's email platform, Adestra	x	x
Understanding of the charity sector	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent grammar, spelling and overall editorial skills, with great attention to detail	x	x
Excellent written and verbal communication skills, with the ability to communicate effectively with internal and external stakeholders	x	x
Strong organisational skills, with the ability to handle	x	x

multiple projects with a variety of priorities and deadlines		
Ability to write in a clear, easily understandable manner, adapting your writing style to suit the audience	x	x
A flexible approach, proactive and able to work on your own initiative	x	x
A passion and excitement for digital to deliver a first-class service for our supporters and the teams whose projects we deliver across the organisation	x	x
Positive and solution focussed	x	x
An understanding of Google Analytics (GA4)	x	x
Confident in making decisions in regard to your own work and equally when to ask for assistance from your manager and experts from other teams	x	x
Contributing team member, learning from others and sharing expertise	x	x
Enthusiastic about digital, with demonstrable ability to learn and grow your skills	x	x
Curious, proactive and able to stay informed on email trends and platform changes	x	x
Passionate about delivering the best experience for supporters and service users		x

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

	Method of assessment	
	Shortlist	Interview
An understanding of key digital metrics to help analyse the impact of digital work	x	x
An understanding of working with data and supporter care teams	x	x
Ability to work to tight deadlines	x	x
Ability to prioritise workloads and support team capacity	x	x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Understanding of email best practices	x	x
Understanding of deliverability principles	x	x

Role information

Key internal working relationships

You'll work closely with the following:

- Head of digital engagement
- Senior marketing & communications planning & measurement manager
- Head of performance and experience
- Supporter journeys manager
- Data team
- Supporter care and compliance team
- Senior digital insight analyst
- Digital content design manager

Key external working relationships

You'll work closely with the following:

- Email platform account team
- Senior level counterparts of other charities and organisations

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 2.5 days per week at home. The other 1 day will be primarily based in:</p> <p>The White Chapel Building, 10 Whitechapel High Street, London, E1 8QS (Open Monday – 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>24.5 per week, Tuesday AM (3.5hrs), Wednesday-Friday</p>
Contract type	<p>Fixed term maternity cover for up to 14-months</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	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.
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 April 2026

Find out more about us at
breastcancer.org

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CANCER
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support charity