

# Senior community fundraising manager, north, midlands and Scotland

## **Directorate**

Fundraising, communications and engagement

## **Team**

Community fundraising

## **Reporting manager**

Head of community fundraising

## **Direct reports**

Community fundraising manager, north, midlands and Scotland

Senior community fundraising operations officer

## **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

The community fundraising team is responsible for building exceptional relationships through attracting, engaging and retaining a range of community audiences including individuals, groups, clubs and societies, and local businesses, to drive income.

Community fundraising has recently been unified into a single team that is now responsible for the full supporter journey, from mass market 'DIY fundraising' to high value relationships with an income target of £3.3m. Specifically, the role of the senior manager is:

- to help develop and successfully implement the community fundraising strategy and drive sustainable, net income.
- to lead a programme which provides exceptional stewardship and relationship management to supporters, maximizing their lifetime value.
- to support and nurture the team, enabling them to excel in their roles and deliver the strategy.

There are 2 senior community fundraising managers; this role is responsible for the **north, midlands and Scottish regions** as well as the national **fundraising operations** team. The second role is responsible for London, south and Wales, and national in memory fundraising and local business engagement.

### Key tasks and duties

#### Strategy and planning

- Alongside the head and other senior manager, develop and adapt the community fundraising strategy, including mass as well as local fundraising opportunities, for maximum success in the north, midlands and Scotland areas.
- To work closely with the other senior community fundraising manager, supporting each other to ensure consistent strategy delivery, development, and implementation.
- To lead a programme which delivers sustainable income each year as well as

ideating, testing and rolling out new ways to raise money from a range of community audiences.

- To take responsibility for leading on various aspects of the community fundraising strategy which may include project management, marketing, supporter engagement events and supporter journey initiatives.
- Alongside the other senior manager, lead the community fundraising volunteering strategy and all associated activity. This will include working closely with the head and other senior manager to agree and implement volunteering plans and initiatives.
- To work collaboratively with the wider community and events team, to identify opportunities to increase net income and supporter broader objectives.
- To horizon scan, attend relevant webinars and maintain relationships across the charity sector to ensure Breast Cancer Now's programme is sector leading and responds quickly to emerging trends.

#### Relationship management and supporter journeys

- To equip your team with the skills, knowledge and resources to provide the relevant supporter journey, exceptional stewardship and relationship management to community audiences. This will result in higher remittance, average raised and retention rates.
- To support the community fundraising manager, north, midlands and Scotland in account managing significant, high value relationships.
- To be an ambassador at supporter events across your area. This will include speaking about Breast Cancer Now to raise the charity's profile and enhance its' reputation.

#### Development

- Proactively grow the pipeline for high value fundraising. Focus the team on developing new, long-term relationships with individuals and volunteers, groups, local companies, and clubs and societies, to build and grow the portfolio.
- To build on the current triage approach and develop a sustainable data-led approach to identify and nurture supporters with the propensity to become a high lifetime value supporter.
- To adapt and innovate the community fundraising portfolio so that it meets the needs of existing and prospective audiences, supporting both acquisition and retention.

#### Team leadership

- To create a positive, inspiring and respectful culture that keeps the goal of success as the team focus and drives a tenacious and fun working ethos.
- To provide brilliant leadership to your team, supporting them to achieve both financial and non-financial objectives by setting clear goals and KPIs.
- To provide regular guidance and feedback to team members including those managed remotely, undertaking annual performance reviews and investing in their

professional development.

### Budgeting and finance

- To maintain a full oversight of performance and associated income and expenditure budgets, working in collaboration with the other senior manager as required.
- To create and manage budget projections for your area, including reforecast and a pipeline of income versus target. Provide regular insight on programme performance, reporting on KPIs as well as actions that have been taken to improve results.

### Fundraising operations

- To lead the national community fundraising operations team, which includes a senior officer and executive.
- This team is responsible for the mass market ‘DIY fundraising’ programme, including the delivery of the fundraising pack and automated email journey. It also provides operational support across community fundraising including reporting, fulfilment, management of web pages and project management.

### Delivery

- Alongside the other senior manager, oversee the community fundraising team’s response handling work and champion excellent supporter care.
- Ensure the team are equipped with strong project management skills so that activity is well planned, scoped, and documented, with robust schedules in place and delivery teams briefed in a timely fashion.
- To ensure that the required infrastructure is in place (data processes and protocols) for effective reporting and analysis, to inform planning and decision making.

### Cross team working

- To build positive relationships with teams across the community fundraising, including the fundraising products team, and the events team.
- To collaborate with peers across the charity to harness cross-organisational opportunities for supporter engagement and growth, sharing plans, learnings and insight.

### Other

- A willingness and ability to travel across the UK, and occasionally overseas, and work outside of usual hours.
- 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 |
| Significant fundraising experience  | x                    | x         |
| Demonstrable experience of developing and successfully implementing strategy  | x                    | x         |
| Demonstrable ability to grow income and achieve financial KPIs  | x                    | x         |
| Demonstrable experience of effective planning and budgeting, evaluating and analysing activity and making recommendations | x                    | x         |
| Demonstrable experience of working with high value and complex supporters   |                      | x         |
| Demonstrable experience of engaging with mass community audiences, including supporter journeys and response handling     | x                    | x         |
| Demonstrable knowledge and experience of successfully working with fundraising volunteers and volunteer development       | x                    | x         |

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

|  | Method of assessment |           |
|--|----------------------|-----------|
|  | Shortlist            | Interview |
| Experience of managing complex projects, with multiple deliverables and stakeholders |                      | x         |
| Experience of managing or supporting on marketing activity and campaigns             |                      | x         |

## Skills and attributes

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

|   | Method of assessment |           |
|---|----------------------|-----------|
|   | Shortlist            | Interview |
| Brilliant written and verbal communication skills, with the ability to develop or proof impactful copy for marketing and stewardship activity | x                    | x         |
| Ability to lead, nurture and inspire a fundraising team to achieve their objectives and cultivate a supportive environment                    | x                    | x         |

|  |  |   |
|--|--|---|
| Ability to influence and effectively negotiate, be diplomatic and assertive, and inspire confidence both internally and externally   |  | x |
| Driven, enthusiastic and determined to deliver and exceed targets; can deal positively with setbacks and is able to identify and implement solutions to resolve difficulties |  | x |
| Data literate and numerate, with the ability to interpret and action data and insight and KPI's  |  | x |

# Role information

## Key internal working relationships

You'll work closely with the following:

- Digital engagement
- Digital products
- Data and insight
- Supporter experience
- Brand
- Supporter care
- Wider community and events team

## Key external working relationships

You'll work closely with the following:

- Agencies and suppliers, such as fulfilment houses and consultants
- Charity networking groups and sector peers
- Networks of new and existing groups, organisations, individuals and companies

## General information

|   |   |
|---|---|
| <b>Role location and our hybrid working model</b> | <p>This role is homebased with frequent travel to our Sheffield or Glasgow offices. Alternatively the role can be based from 1 of these offices. If based in either of these offices 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>St James House, Vicar Lane, Sheffield S1 2EX<br/>(open Monday to Thursday)</p> <p>or</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB<br/>(open Wednesday and Thursday)</p> |
| <b>Induction</b>                                  | <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>                |

|  |   |
|--|---|
| <b>Hours of work</b>                                     | 35 per week, Monday to Friday   |
| <b>Contract type</b>                                     | Permanent   |
| <b>Medical research</b>                                  | 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.  |
| <b>Conflict of interests</b>                             | 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. |
| <b>Immigration, Asylum and Nationality Act 2006</b>      | You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.   |
| <b>Our commitment to equity, diversity and inclusion</b> | 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 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 September 2024

Find out more about us at  
[breastcancer.org](https://breastcancer.org)

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