

Directorate

Fundraising, communications and engagement

Team

Philanthropy and special events

Reporting manager

Senior trusts and statutory manager

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

To lead the growth and development of Breast Cancer Now's small and mid-level trust fundraising programmes. The trusts officer will manage an established and varied portfolio of small and mid-level trusts, generating sustainable income through compelling funding proposals and exceptional stewardship.

Key tasks and duties

- Work alongside the senior trusts and statutory manager and head of trusts and statutory to generate long term, sustainable income from charitable trusts and foundations.
- Manage and cultivate Breast Cancer Now's relationships with small and mid-level trusts (donations up to £40,000), securing support through inspiring funding proposals and careful stewardship.
- Lead the delivery of the small trusts programme, creating compelling biannual mailings to encourage regular support and grow income from this key group of unrestricted donors.
- Ensure excellent account management and stewardship for small and mid-level trusts, including timely gift acknowledgment, impact reporting and *ad hoc* updates about Breast Cancer Now's work.
- Work closely with colleagues in the research, services and influencing directorate to present Breast Cancer Now's work in an engaging and informative way through a mix of post, email, face-to-face and phone communications for example:
 - bespoke funding proposals
 - project impact reports
 - fundraising mailings
 - in-person meetings
 - detailed funding application forms
 - verbal presentations.
- Work with the prospect research and information manager to identify new opportunities to sustainably grow trusts' income and engage new donors.
- Work with the finance and supporter care teams to ensure that trust donations are

accurately coded in accordance with funding agreements and donor expectations.

- Maintain accurate, up to date records on the Unity database (Blackbaud CRM) for all activity, including applications, mailings, updates and income, in adherence with GDPR.
- Develop strong and effective internal relationships with colleagues in all teams, ensuring the work of the philanthropy and special events team is understood and supported.
- Be an ambassador for Breast Cancer Now at meetings and events, knowledgeably and passionately representing the charity and our work.
- Maintain excellent knowledge of grant giving bodies, the charity sector and trends, identifying and capitalising on fundraising opportunities.
- Work outside of normal working hours (Monday-Friday, 9am-5pm) where required, for example representing Breast Cancer Now at evening or weekend events, meetings and conferences throughout the UK.
- 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 fundraising and/or sales and marketing in a commercial environment	X	X
Experience of developing and managing strong relationships with donors/customers	X	X
Experience of working on a variety of projects and ability to multitask	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience of working in the charity sector	X	X
Experience of working with a CRM database	X	
Experience of producing mailings or newsletters	X	X

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent organisation skills and ability to manage conflicting demands and tight deadlines	X	X
Exceptional written and verbal communication skills	X	X
Strong interpersonal skills, showing tact and discretion when dealing with sensitive and confidential information.	X	X
High attention to detail and accuracy.	X	X
Proactive and methodical approach.	X	X

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Understanding of trust or major donor fundraising	X	X

Role information

Key internal working relationships

You'll work closely with the following:

- Fundraising, communications and engagement teams
- Research, support and Influencing teams
- Finance

Key external working relationships

You'll work closely with the following:

- Charitable trusts and foundations
- Administrators and solicitors
- Breast Cancer Now funded researchers

General information

Role location and our hybrid working model	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)
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 there's 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.
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 July 2024

Find out more about us at
breastcancer.org

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