

User Researcher

Directorate

Engagement

Team

Digital and Data

Reporting manager

Head of UX

Date of job description

October 2026

Our charity

We're Breast Cancer Now, the UK's leading breast cancer charity. And we're combining the power of science and support to change breast cancer. Now.

We're funding world-class science now, so no one dies of breast cancer in the future. We're here with life-changing support now, so no one has to face breast cancer alone. And we're running groundbreaking campaigns now – for better awareness, quicker, earlier diagnosis and access to treatments.

We've been making change happen for over 50 years, and we're not stopping now. Because we have a bold vision. That by 2050, everyone with breast cancer will live and live well.

We can't do it on our own. But together, we can make change happen. 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 4 Director roles and teams

The Engagement directorate has 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

To own user research and insight for our digital products and services, and to build the research practice that sits underneath them. The postholder plans and runs mixed-methods research across our support services and fundraising, sets up the operations that make research repeatable and ethical, and makes what we learn usable by colleagues across the charity. This is one of the first three roles in a new user experience team, alongside a UX designer and a service designer, and is the person here who knows most about what we already understand about our audiences and what we're still guessing at.

Key tasks and duties

- Choose the research method and run it: depth and contextual interviews, diary studies, support for co-design, moderated usability testing from early concepts through to live services, and unmoderated and remote methods such as card sorting, tree testing and surveys
- Build and hold the research schedule with the UX and product teams: triage incoming requests, say what can already be answered, and make the trade-offs visible, so evidence lands before decisions rather than after them
- Own the research project including the kick-off, planning the research, running the research, conducting analysis and playing back the insights
- Set up and own the operations that make research repeatable, including templates, consent, incentives, ethics checks, scheduling and tooling

- Own participant recruitment, setting the criteria and doing the screening, working with a recruitment agency where needed and with our involvement team on how people are approached, so that no one supporter is asked too much and involvement is recorded, reimbursed and thanked properly
- Build a bank of insight that colleagues can search and use themselves, with reusable materials such as a discovery kit and a default session structure, and add to the charity's audience work so we hold one picture rather than several competing ones
- Make findings usable and accessible to people, both those who are in the sessions and those who are just joining for the insights.
- Work across the business to gather insights from other sources, such as quant data, social listening or customer support conversations
- Reach people who are usually absent from research, including people with access needs or low digital confidence, through adjustments, assistive technology and non-digital routes
- Design research so people take part on their own terms and stay in control of what they share, weigh what we ask of someone against what we would learn, and push back when a question could be answered another way
- Work within the charity's safeguarding policy and framework, recognising, responding and escalating to the designated safeguarding leads. Handle participants' personal information, which may include health information about identifiable people, in line with our data protection requirements, working with the data protection officer or information governance lead on consent, storage and retention, and help work out what both mean in practice for research
- Interrogate briefs to find the real question and where the value sits for the person using the service, then run your own workstream: the question, scope, approach, milestones and dates, made visible, working alongside a project manager on larger programmes
- Facilitate workshops, research and synthesis sessions and standups, and hold the room when people disagree or the findings are not what they hoped for
- Work with the digital product team, service leads and the third parties who build our technology through design, build and rollout. Where we bring in agencies, hold the thinking so what they learn stays with us. Involve clinical colleagues on anything touching health information, and people with lived experience in how it lands
- Upskill the wider product and digital team on how to conduct user research
- 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 planning and running mixed-methods research on digital products or services in a multidisciplinary team, with the judgement to choose between methods, from depth interviews and usability testing to unmoderated tests, surveys and analytics	X	X
Experience of setting up or substantially improving how research operates, including consent and data handling, tooling, incentives and participant recruitment, and insight banks	X	X
Experience of reaching people usually left out of research, and of making taking part possible through adjustments, assistive technology and non-digital routes	X	X

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

	Method of assessment	
	Shortlist	Interview
Research in health, care or support contexts, or with people who are unwell, bereaved or in distress, ideally in the charity sector or working with people with lived experience as partners rather than subjects	X	
Research on conversational interfaces, chatbots or AI-assisted experiences, particularly where safety, trust and getting someone to a person all matter	X	
Building audience insight, personas or segmentation from evidence, keeping it current, and getting it used in real decisions rather than filed	X	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
You follow the evidence. You change your mind when it points elsewhere, including against your own taste, and you use it to argue the case for the person using the service to the wider charity		X
You plan and own the research project, from kick-off, through to playback. You interrogate briefs rather than executing them, coming back with the question, the scope, the approach and a date, and you can tell a genuine constraint from an inherited assumption		X
You write clearly for people who aren't researchers and make findings usable by people who weren't in the room, choosing the format that will land. You can hold a room, including when the findings aren't what people hoped for	X	X

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

	Method of assessment	
	Shortlist	Interview
You've owned an unmoderated testing tool such as Lyssna rather than only used it, and you use tools such as Figma, Miro, Dovetail or AI tools in your own practice	X	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Research ethics in practice rather than in theory: consent, withdrawal, data handling and retention, and what to do when a session becomes distressing. You know when a question doesn't justify asking someone for their time, and you can recognise a safeguarding concern, escalate it and not carry it alone	X	X

About the role

Key internal working relationships

You'll work closely with the following:

- Head of UX, and the UX designer and service designer joining the new user experience team at the same time
- Digital product team and colleagues working on the digital roadmap
- Services colleagues, including the helpline, our nurses and health information teams
- Content design, brand and marketing colleagues
- Data insights manager, and colleagues developing the charity's shared view of our audiences
- Involvement team, and the supporters and contributors they support
- Supporter experience and fundraising colleagues
- Policy and campaigns colleagues
- Designated safeguarding leads
- Data protection officer or information governance lead

Key external working relationships

You'll work closely with the following:

- People affected by breast cancer who take part in research
- Participant recruitment agencies
- Research and design agencies and partners commissioned to support the work
- Third parties who build, run and test our technology, as we have no in-house engineering
- Suppliers of research and analysis tools, including Lyssna
- Peers in other charities, and wider research and design communities of practice

General information

Role location and our hybrid working model	This role is based in our London office. Our hybrid working model also allows you to work up to 3 days per week at home. The other days will be primarily based in: 6th Floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)
Salary range	The salary range for this role is: £44,000-£48,000 London based
Induction	We want you to have a positive induction experience, so we'll ask you to think about coming into the office a bit more often at the start of your role. This will help you get to know your colleagues, and will make it easier for people to be on hand to support you. After that, you'll be able to move to our hybrid working model.
Hours of work	35 per week, Monday to Friday

Contract type	Permanent
Medical research	We fund medical research, some of which may involve the use of animals. Our aim is to save lives and our research using animals is only when there's no alternative.
Conflict of interests	You're expected to devote your full attention and abilities to your paid duties. This means you shouldn't take on any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours that could impair your ability to act in the best interests of, or prejudice the interests of, Breast Cancer Now or your work.
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

We hope you choose to apply for this role. To apply, you need to submit your **anonymised** CV, which means removing all sensitive personal information such as your name, address, gender, religion and sexual orientation. You also need to submit a supporting statement. Have a look at the essential criteria list on the person specification and give as much information as you can, with examples, to show how you meet the criteria.