



UX Designer

Directorate
Engagement

Team
User Experience

Reporting manager
Head of User Experience

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

About the role

We want everyone affected by breast cancer to get the right support, at the right time, in the right way. More and more of that happens digitally, and we know we're not reaching everyone we could. People who need us don't always find us, or find us later than they should.

It matters because of who's on the other side of the screen. Someone searching at 2am because they can't sleep. Someone reading on their phone in a hospital corridor. They're often exhausted, frightened and short of time, and they need to find the right thing quickly and trust it when they do.

We're building a user experience team from scratch to change that. You'd be one of the first three people in it, joining at the same time as a service designer and a user researcher, all reporting to our Head of UX. You'd be the person here who knows most about interaction design, information architecture, prototyping and the design system, and you'd have a real say in how the team works.

What you'll be working on

For the first year or so, most of your time goes on the Universal Offer, a new strategic goal in our services team. That means a new information architecture for our health information, built around how people actually think rather than how we happen to be organised. It means piloting a conversational AI front door that's honest about what it can't do and never more than a step from

a real person. And it means guided journeys for the moments that hit hardest, like diagnosis and the end of hospital treatment.

A smaller but growing part of the role is fundraising. You'll work with the supporter experience team on the journeys people travel when they sign up for an event or give for the first time, and on making the way we ask honest and free of pressure.

What you'll do

The design work

- Design across the end-to-end experience, from early concepts and wireframes to prototypes and developer-ready detail, including conversational AI tools and the safeguards around them
- Shape our information architecture through content audits, card sorting, tree testing and taxonomy work. Our content designers lead on labelling and language
- Set up and look after our design system, so each project leaves something reusable behind
- Design to WCAG 2.2 AA and test with assistive technology as you go. Design without manufactured urgency, guilt or pressure

Research and evidence

- Plan research with our user researcher, create the materials, and run smaller tactical tests yourself
- Define measurable outcomes before we start, working with our data insights manager on the baseline and on whether a change worked
- Involve people with lived experience in your work, including people who normally get missed, and always involve clinical colleagues on anything touching health information. Follow our safeguarding protocols

Running the work

- Interrogate briefs, then come back with the question, the scope, the approach and a date
- Run your own workstream, and facilitate workshops, critiques and standups. Write clearly for people who don't work in design
- Work with the digital product team and the third parties who build our technology, as we have no in-house engineering

What you can expect from us

- Cadence and structure. Building the team's weekly rhythm, critique and deadlines is the Head of UX's job, not something you have to invent on arrival.
- Room to move. You won't need sign-off to get on with things, and when something goes wrong we work out what we learned rather than who to blame.
- Development. Dedicated time every week for learning, plus a training budget.
- People to learn from. Communities of practice, experts in nursing, services and policy, and people affected by breast cancer who help shape our work through our involvement team.

This work means sitting with other people's fear and grief, and we don't pretend otherwise. There's space to talk after a difficult session, and mental health first aiders outside the team if you'd rather have an impartial ear.

We don't expect anyone to be excellent at everything, and we won't mark you down for telling us what you're not good at yet.

Key tasks and duties

- 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 designing digital products or services in a multidisciplinary team, with a portfolio that shows how you think, not only what you delivered.	X	X
Experience of information architecture work, such as content audits, card sorting, tree testing and taxonomy.	X	X
Experience of planning and running user research sessions yourself, not only commissioning them.	X	X
Experience of working with external development partners, including specifying work someone can build without sitting next to you.	X	X
Experience of involving people with lived experience in your work, including people usually left out of research.	X	X

It's desirable for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience of conversational interfaces, chatbots or AI-assisted experiences.	X	
Experience of health, care or support contexts, or of designing for people in distress.	X	
Experience in the charity or not-for-profit sector.	X	

Skills and attributes

It's essential for you to have the following:

	Method of assessment	
	Shortlist	Interview
Interaction and interface design, and prototyping.	X	X
Interrogating briefs: given something vague, or a solution with the reasoning lost, you come back with the question, the scope, the approach and a date.		X
Running workshops, critiques and meetings, and keeping them focused on outcomes.		X
Arguing the user's case to people across the charity, with evidence, and then committing to what's decided.		X

Knowledge

It's essential for you to have the following:

	Method of assessment	
	Shortlist	Interview
Accessibility and inclusive design in practice, including WCAG 2.2 AA and testing with assistive technology.	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: £47,000 - £52,000
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.

If you're invited to a first round interview, you'll be asked to submit some examples of your work ahead of that interview.