

Directorate

Engagement

Team

Supporter care and compliance

Reporting manager

Supporter care 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 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 new director roles and teams

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

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

Job purpose

This newly created opportunity in the supporter care and compliance team will be first line of support for our social media communications helping us build relationships with supporters and members of the public online. You'll lead on triaging incoming interactions, escalate, and respond to comments, questions, and messages across

platforms such as Facebook, Instagram, X (formerly Twitter), LinkedIn, Threads and TikTok.

You'll support the supporter care manager to set and uphold best practice for tone and moderation, working closely with the digital engagement team and fundraising teams to ensure consistent and accurate information is shared. These communications will contribute to the best possible supporter experience for our digital channels.

Key tasks and duties

- Monitor and respond to social media comments, messages, and mentions across social media platforms (e.g. Facebook, Instagram, X, LinkedIn, Threads and TikTok)
- Lead the triage process for incoming social media responses on organic and paid posts, forwarding posts to other teams when an expert response is required
- Key team contact for our online response platform Brandwatch
- Maintain Breast Cancer Now tone of voice and adapt responses dependent on channel
- Work closely with fundraising teams and social media and community team to understand what is being published on social media, to understand upcoming needs and plan for capacity
- Work with the digital fundraising officer and social media and community team to keep on top of social media trends
- Monitor and report on SLAs for social media response-handling and develop approaches to make improvements
- Develop and maintain appropriate social media response templates aligning with supporter care team
- Establish and deliver best practice social media response-handling alongside supporter care manager
- Train others on social media response-handling best practice
- Feedback sentiment from social media in response to campaigns
- Manage risks related to misinformation, safeguarding and inappropriate content
- Support the supporter care team with tasks when necessary, leading by example in efficiency and accuracy
- 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 responding to external enquiries within service level agreements	X	X
Experience of handling complaints and minimising reputational risk in a public forum	X	X
Experience of adapting communication styles whilst maintaining an organisation's brand to a variety of audiences	X	X
Experience of developing, documenting and delivering training on ways of working	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience of working in a charity fundraising environment	X	
Experience of working with a CRM	X	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent written and verbal communication skills. With the ability to represent complex information succinctly	X	X
Ability to identify and escalate communications which may pose safeguarding or reputational risk concerns	X	X
Ability to simultaneously manage multiple conversations and engagement threads in a fast-paced environment	X	X
Proven ability to develop and maintain strong internal and external working relationships	X	X
Highly organised with the ability to act on own initiative and be proactive	X	X

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

	Method of assessment	
	Shortlist	Interview
Project management skills	X	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Good working knowledge of using a social media management tool	X	X
Good working knowledge of social media trends and practices	X	
Understanding of fundraising and supporter care approaches and techniques	X	X

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

	Method of assessment	
	Shortlist	Interview
Understanding of working with third party social media platforms	X	

Role information

Key internal working relationships

You'll work closely with the following:

- Supporter care and compliance team
- Social media and community team
- Social listening manager
- Wider fundraising teams

Key external working relationships

You'll work closely with the following:

- Third-party social media platforms and agencies

General information

Role location and our hybrid working model	<p>This role can be based in either our London or Sheffield 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 either:</p> <p>6th floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)</p> <p>Or</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday to Thursday)</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 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>
Hours of work	<p>35 per week, Monday to Friday</p>
Contract type	<p>Permanent</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 are no alternatives.</p>
Conflict of interests	<p>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.</p>
Immigration, Asylum and Nationality Act 2006	<p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>

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 August 2025

Find out more about us at
breastcancernow.org

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