

Directorate
Engagement

Team
Data team

Reporting manager
Head of data

Direct reports
Social listening manager
Data warehouse developer
Senior digital insight analyst
Senior data insight analyst
Data analyst

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 and marketing
- High value partnerships and campaign
- Digital and data

Job purpose

- Effectively lead and develop the insights & analytics team, across digital analytics, social listening and analytics from our CRM and the data warehouse
- Working with the head of data to set the strategic direction for insights & analytics
- Partnering with stakeholders to deliver actionable insight
- Increase automation and empower teams to self-serve as much as possible
- Lead the development of the data warehouse in collaboration with the data warehouse developer
- Lead on consistent and curious measurement and learning which will drive organisational decisions and actions
- Introduce a test & learn culture to our analytics
- Lead effective measurement, monitoring and reporting of supporter activity and of our digital analytics
- Champion data quality
- Increase data literacy
- Drive the adoption of best practices across analytics, data management and visualisation

Key tasks and duties

Leadership

- Working closely with the head of data and other senior managers, lead on creating a positive, effective, and high performing data team
- Create strong connections to the performance and experience team in particular the senior supporter insight lead to connect external insight and supporter experience into our analysis)
- To champion and role model the team values across the data team and the wider organisation
- To lead on the creation of an effective and efficient Insight and analysis function including digital analytics and social listening metrics
- Mentor and support the team in their learning & development
- To be an expert in your field and set a high bar for performance
- To develop an insight and analysis strategy, incorporating digital analytics & social listening, in conjunction with the head of data
- Setting the direction and contribute to raising the level of our analytical maturity

- Supporting the growing importance of first party data to Breast Cancer Now's strategy to improve performance and spotting opportunities to include in unity or data warehouse
- Working closely with the senior supporter insight lead on moving insight & analysis to a position of audience first to support our new segmentation (from our current position of product first)
- Lead training and support for teams we support to increase data literacy overall at Breast Cancer Now
- Contributing to a culture of continuous improvement of processes, procedures and systems
- To identify key processes to develop and document

Communication and relationships

- To be responsible for communicating complex data requirements and activity to the team and to wider fundraising and organisational stakeholders, fitting your communication around the understanding of others
- To build effective, long-standing relationships with key external suppliers
- To support key business users and to anticipate and translate their requirements into powerful actionable insights
- To identify and lead opportunities to improve the efficiency of internal cross-data team processes and to work collaboratively with various members of the team on the solutions
- Working closely with the senior supporter insight lead to build strong links between the teams

Insight and analysis

- Plan, manage and assume overall accountability for the delivery and ongoing optimisation of Breast Cancer Now's insight and analysis programme, including both continuous improvement and major change initiatives
- To develop and deliver the insight and analytics needs of the fundraising, communications and engagement directorate, generating the insights and reports colleagues need to inform critical business decisions (such as investment, cross sell and new support journey)
- To support teams across all other directorates as required
- To support the wider digital team in their mission and the senior digital insight analyst in their analysis finding opportunities to optimise the experience of our digital platforms, including reporting on AB & multivariate testing as well as conversion rate optimisation testing
- Partner with stakeholders to develop the mechanisms required to drive actionable insights based on the insight and analysis available

- To create cross-organisational analysis, using information from across areas including digital analytics to identify the strongest insights from a single supporter view and liaising with colleagues to get buy in for the projects and implementation of the key learnings
- To lead the practical application of our data universe and segmentation across Breast Cancer Now's supporter base, to maximise supporter engagement and income growth. Provide internal clients with advice on the most suitable audience segments to target during the planning phases of campaigns
- To carry out proactive data exploration to spot opportunities or trends and share actionable insights to relevant teams and support the team to do the same
- To proactively horizon scan and scope new opportunities for development of Breast Cancer Now's insight and analysis environment
- Oversee the design and delivery of high-quality data analysis, dashboards, and reports
- Translate complex data into clear, actionable insights for diverse audiences

Data warehouse

- To own and be fully accountable for the data warehouse in terms of structure, development, access, way of working, projects and roadmap
- To identify and lead opportunities to maximise benefits from the internal data warehouse
- With the data warehouse developer create a roadmap for developing the data warehouse through introducing new internal and external data sets, working closely with internal stakeholders to understand requirements and to develop our insight and analysis capabilities accordingly
- Support and provide expert guidance to the data warehouse developer to deliver data infrastructures that will support our analysis and Insight aims
- To lead the relationship with the software supplier, kleene.ai
- Champion best practices in data collection, storage, and usage

User experience

- To be the internal BCN expert on insight and analysis including digital analytics, building understanding across the organisation on the role and benefits of analysis, and pro-actively identifying new analysis projects to be undertaken
- To support the senior digital insight analyst in measuring the performance of each stage of the marketing funnel and looking at the contribution of each touch point to increase performance
- To look for opportunities to combine analytics from a variety of other sources, such as social listening or user testing, to enrich our analysis, fitting your communication around the understanding of others

- Strategically pushing innovation to improve ways of working and gain efficiencies including introducing a test and learn culture into our analytics, including AB or multivariate testing and conversion rate optimisation
- To explore the possibilities of AI to improve ways of working including but not limited to efficiencies, exploratory insights and data cleansing
- To support the social listening manager and look for opportunities to bring together analytics across all our platforms
- To develop users' capabilities and upskill colleagues to self-serve insight and analysis through managing and optimising the training and support for all users, creating a framework for best-in-class analysis training to support improved uptake and usage of the insight available
- To direct the team to deliver effective training with a particular focus on new users and super users to support spreading expertise about the systems
- 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
Advanced expert experience of complex data analysis and report production, and working with stakeholders to turn these into actionable insights	X	X
Demonstrable experience of successfully leading a multi discipline team	X	X
Detailed experience of project management within a data setting	X	X
Experience of using a cloud-based data warehouse such as AWS redshift or google bigquery	X	
Experience of using coding languages e.g. SQL,, Python, R (the primary language we use is SQL)	X	
Experience of data visualisation software e.g. PowerBI, Tableau, Looker (we use PowerBI)	X	
Experience of managing a varied workload to tight deadlines	X	
Experience of digital analytics including conversion rate optimisation testing and AB or multi variate analysis	X	X
Expert application of data-modelling, profiling and segmentation techniques to improve customer/supporter engagement	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience of using DAX in the creation of PowerBI dashboards	X	
Experience of working in a fundraising environment	X	
Experience of analysing customer data and behaviours, marketing campaigns and product portfolios, measuring performance, reporting and making recommendations that inform business decisions and strategy	X	X
Experience of developing an insight and analysis strategy	X	X
Experience of achieving buy-in from leadership teams	X	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent planning, organisational and time management skills, with ability to autonomously prioritise own workload, work collaboratively with others with a shared focus to get the best outcome, multi-task and meet tight deadlines	X	X
Excellent written and verbal communication skills with the ability to communicate complex technical concepts to non-technical colleagues	X	X
Strong statistical and analytical skills	X	
Excellent negotiation skills	X	X
Ability to lead and support a team to be high performing and to work independently, while managing a complex workload	X	X
Ability to identify areas for improvement and seeking associated solutions while ensuring planned dates are achieved	X	X
Ability to deliver engaging presentations to a variety of audiences (internal and external)	X	X
Driven by the delivery of business outcomes to achieve the organisation's mission, with a passion for data and its role in achieving this	X	X
An analytical, enquiring mind with the ability to problem-solve	X	
Highly accurate work with meticulous attention to detail	X	
Take a flexible approach to managing a wide and varied workload, prioritising accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines	X	X
Effectively manage external fundraising agencies and suppliers	X	
Highly organised	X	
Be actively engaged in the marketplace and aware of developments in the sector	X	
Highly numerate, excellent IT skills including excel	X	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Knowledge and understanding of fundraising and the charity sector	X	
Knowledge of GDPR and the impacts on data work	X	

Role information

Key internal working relationships

You'll work closely with the following:

- All departments and directorates as required, but with special emphasis on: engagement: performance and experience, fundraising products and marketing, IG and legacy, events, relationships, corporate partnerships, philanthropy, trusts and special events
- Support: services
- Organisational management and fundraising leadership teams

Key external working relationships

You'll work closely with the following:

- Kleene.ai

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 6 th floor, The White Chapel Building, 10 Whitechapel High Street, London, E1 8QS (Open Monday – Friday)
Induction	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.
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 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