

Directorate
Engagement

Team
Brand and communications

Reporting manager
Senior copy manager

Our charity

We're Breast Cancer Now, the research and support charity. However you're experiencing breast cancer, we're here.

We fund life-saving research, campaign for change and provide information and support to anyone affected by breast cancer.

Why? Because our vision is that by 2050, everyone diagnosed with breast cancer will live, and be supported to live well. But to make that vision a reality, we need to act now.

Overview of the directorate

The Engagement directorate has responsibility for growing awareness, understanding, trust and engagement. Inspiring people to get support and give support. It's responsible for the £47m we raise annually and for the growth to £69m we want to achieve by 2029-30.

The directorate puts relationships at its heart, using data and insight to shape and drive brilliant relationships, experiences and communications. Making sure people who support Breast Cancer Now – in whichever way they support us or are supported by us – feel connected and inspired.

In the 2025-30 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'll:

- Raise awareness of Breast Cancer Now by shouting louder with one voice. We'll better align our owned, earned, shared and paid marketing and communications. And our fundraising will provide a key route to grow awareness, through our products, events and supporters in the community who advocate and champion Breast Cancer Now.

- Develop and deliver brilliant fundraising products, events and campaigns that reach and inspire our key audiences to continually engage. We'll launch a major campaign to raise £50m to accelerate our progress to 2050 by 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.
- 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

As a copywriter, you'll support the development of internal and external communications and key messages at an exciting time for our charity as we launch our new strategy this year.

As part of the busy and dynamic brand, marketing and communications team, you'll respond to briefs from across the charity, supporting colleagues to apply our brand to their work. You'll make sure our communications are engaging, accurate and reflect our tone of voice and house style. Supporting the senior copy manager and alongside two more copywriters, you'll champion our editorial processes to help deliver the best possible service to the teams we work with.

You'll use your skills and experience to adapt messages for different audiences to make sure our service users and supporters are always at the heart of our communications. And you'll work with relevant teams to showcase the impact of our work through creative, fresh copy.

Key tasks and duties

Supporting the copy studio

- Play a key role in our copy studio (excluding health information and research communications), providing copy, editing and proofing services including:
 - Developing engaging and compelling communications to inspire the people who support us and the people we support
 - Supporting our colleagues working across the UK in using our tone of voice, and making sure that their copy always reflects our brand in the best way
 - Making sure that the diverse voices and experiences of people affected by breast cancer are represented accurately and used effectively in communications
 - Working closely with support, influencing and fundraising teams to develop key messaging and communications for activities such as digital marketing campaigns, email journeys, print marketing, internal communications, and more
 - Working closely with the marketing team to develop communications that engage our key audiences, such as monthly impact emails and copy for health marketing, support services and brand campaigns
 - Advising on copy and messaging for stewardship communications (such as thank you letters and welcome emails), ensuring our supporters and service users always get the best experience
 - Supporting the delivery of key corporate communications, including the annual report and accounts
- Work closely with the senior copy manager, senior copywriter, copywriter, graphic designers and multimedia producers to support the development and creation of campaigning, support services and fundraising content and creative concepts
- Work on briefs from across the organisation, challenging them where necessary, for the full life cycle of written projects – from first draft to final proof-read
- Attend creative idea sessions and sit on project working groups as a copy and messaging expert, where necessary

Brand development and management

- Support the development and implementation of our tone of voice, key messages and house style, making sure they're shared with colleagues
- Help deliver copy training and workshops, and champion our editorial processes with teams across the charity
- Act as a brand guardian, providing expert guidance and upholding excellent copy standards across all work to make sure our key messages are followed and we're telling our story in the most effective ways possible

General responsibilities

- 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
Demonstrable experience of writing inspiring copy and key messaging for a range of audiences and channels	x	
Hands-on experience writing engaging digital communications, like emails, website content or blogs	x	
Hands-on experience of copy editing and giving constructive feedback to colleagues	x	
Proven experience of managing projects from brief to finished product, with the ability to prioritise tasks, manage your own time and work on multiple briefs at once.	x	x
Experience of writing within an organisation’s tone of voice and house style, and helping embed these guidelines with colleagues	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience working with other copywriters, designers and other creatives	x	x
Experience of working within the charity sector	x	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Ability to write, edit and proofread a wide range of different communications, covering print and digital channels	x	
Recent examples of copy you've created	x	
Strong people skills to build effective working relationships at all levels and across departments	x	x
Excellent verbal communication and influencing skills	x	x
Proactive and positive approach that encourages feedback		x
Work at pace as part of a creative, solutions-focused team, taking a positive approach to new challenges		x

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

	Method of assessment	
	Shortlist	Interview
A collaborative, can-do attitude		x
The resilience to enjoy working on multiple projects, which may have conflicting deadlines		x
A mature, compassionate approach to telling real-life stories and dealing with difficult subject matter		x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
How to take a storytelling approach to communication and content production	x	x
How to challenge accepted thinking and pitch new ideas with confidence		x

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

	Method of assessment	
	Shortlist	Interview
Experience and knowledge of health and science issues	x	

Role information

Key internal working relationships

You'll work closely with the following:

- Marketing, design, multimedia
- Digital engagement
- Research communications
- Policy, evidence and influencing
- Press, PR and celebrity
- Nursing and health information
- Support services
- Fundraising
- People and organisational development

General information

Role location and our hybrid working model	<p>This role is based in our London office. Our hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in:</p> <p>6th Floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)</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>Fixed term</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's 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</p>

	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.

Please provide a writing copy which shows an example of what you have worked on in a similar role. Please send this to recruitment@breastcancernow.org.

Job description dated August 2025