

Directorate
Engagement

Team
Brand and communications

Reporting manager
Senior design 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. 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 graphic designer, you'll support the creation of internal and external communications and content 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. You'll make sure our communications and content is engaging and on-brand. You'll also use your skills and experience to adapt content for different audiences, formats and channels to make sure people affected by breast cancer are always at the heart of our brand.

Supporting the senior design manager and working alongside a team of designers and other creatives, you'll champion our visual identity and help deliver the best possible creative.

Key tasks and duties

- Develop and deliver high-quality designs for print, digital and social media content
- Collaborate with in-house creative, marketing and product teams to interpret briefs and create compelling visual assets

- Take projects from brief through to final artwork – including creative research, concepting and pitching, and creative delivery
- Assist in the development of campaign identities, brand merchandise and presentations
- Ensure brand consistency across all creative outputs
- Work efficiently across multiple projects, meeting tight deadlines without compromising on quality
- Ensure artwork files are easily accessible across the design team
- Act as a design lead on internal working groups, providing design expertise and advising on creative options and formats
- Keep up-to-date with design trends, software and best practices
- Support the senior designers in making sure all campaigns, products and areas of work have defined and clear design guidance
- Adhere to all Breast Cancer Now's policies and procedures
- Undertake any other duties that are within the scope and remit of the role and as agreed with your manager

Person specification

Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
Professional design experience, ideally in an agency, in-house creative team or similar	x	x
Experience of collaborating with clients, other creatives and suppliers		x
Hands-on experience of designing to creative guidelines and a brand's visual identity	x	x
A portfolio demonstrating creative versatility and attention to detail	x	

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

	Method of assessment	
	Shortlist	Interview
Experience of challenging accepted thinking and pitching new ideas with confidence	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Advanced Adobe Creative Suite (Photoshop, InDesign and Illustrator) skills	x	x
Ability to design content for print, digital and social media	x	x
Ability to take constructive feedback and apply it effectively		x
Good communication and time-management skills		x
Excellent attention to detail		x

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

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

	Method of assessment	
	Shortlist	Interview
Familiarity with UX/UI principles and responsive design	x	
Iconography and illustration skills	x	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Excellent understanding of layout, typography, and visual hierarchy	x	x

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

	Method of assessment	
	Shortlist	Interview
An understanding of health and science issues	x	
An understanding of pre-press and post-press print production	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

Key external working relationships

You'll work closely with the following:

- Freelance designers and creative agencies
- Print houses

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	Fixed term
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.

Please provide a creative design portfolio as this will be assessed at the application process. Please send this to recruitment@breastcancernow.org.

Job description dated August 2025

Find out more about us at
breastcancernow.org

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CANCER
NOW** The research &
support charity