

Directorate
Engagement

Team
Digital and data

Reporting manager
Director, digital and data

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, is 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

This role is in the Digital and Data team

Job purpose

As Breast Cancer Now enters an exciting new phase of digital maturity, this role will lead the exploration, design, development, and adoption of AI-powered products and emerging technologies to support the organisational strategy for 2025-2030. The postholder will work closely with Breast Cancer Now's impact, strategy and innovation team to identify areas where AI can support strategic business objectives across fundraising, research, services and operations.

The Senior Lead, AI will operate at the intersection of product leadership, technical development, and strategic transformation—helping teams identify opportunities, test scalable solutions, and evaluate impact in alignment with the organisation's ethical AI principles.

This role will embed technical innovation as a sustainable discipline, supporting the charity to pilot, adopt, and embed new digital capabilities that enhance decision-making, efficiency, personalisation and supporter engagement.

They will also play a key role in raising AI literacy across the organisation—including staff at all levels, the executive team and the Board—helping to ensure strategic understanding, ethical awareness, and informed decision-making in relation to emerging technologies.

Key tasks and duties

AI Product leadership and strategy

- Develop and own the roadmap for AI product delivery and adoption, aligned with Breast Cancer Now's digital and organisational strategy, working in partnership with the impact, strategy and innovation team.
- Collaborate with directors, associate directors and heads of department to identify AI opportunities that address priority needs across income generation, service delivery, research support, communications and business operations.
- Act as a thought leader for AI within the organisation—helping shape a responsible, secure and practical approach to innovation.
- Maintain strong awareness of the AI product landscape, assessing emerging trends and identifying opportunities for the charity to lead, partner or adopt.
- Design and deliver engagement programmes (including internal training, workshops, hackathons and briefings) to raise AI awareness, spark innovation and build confidence in responsible and ethical AI use across the organisation, including for senior leadership and trustees.

Innovation culture and capacity building

- Partner with the organisation's impact, strategy and innovation team to identify areas where AI can support the delivery of our mission.
- Act as a catalyst for innovation, embedding user-centred design, agile methods and experimentation across teams.
- Develop tools, frameworks and internal guidance to help colleagues scope, test and evaluate AI or innovation pilots.
- Facilitate collaborative problem-solving through ideation workshops, hackathons and technical explorations.
- Contribute to innovation capability-building through training, mentoring and partnership development.

Technical development and implementation

- Work with 3rd party suppliers to scope and deliver strategic AI projects that support Breast Cancer Now's mission.
- Lead small internal technical developments or configuration of LLM-based applications, using tools like OpenAI, Hugging Face, LangChain, Pinecone or similar.
- Build (or work with 3rd parties to build) working prototypes using Python, JavaScript or no/low-code platforms, and support transition from pilot to production as required.
- Evaluate and procure off-the-shelf AI solutions (e.g. CRM intelligence, personalisation engines, AI-assisted research tools) in line with organisational requirements and data security policies.
- Design and test technical integrations with existing platforms such as Microsoft 365, Salesforce, Adestra, website CMS, or data warehouse tools.
- Support the transition from project to business as usual support and product management of new solutions.

Governance and responsible AI

- Ensure all AI projects align with Breast Cancer Now's ethical, transparent and inclusive approach to data and technology.
- Establish minimum standards for responsible AI use, including bias mitigation, human-in-the-loop safeguards, data privacy and transparency.
- Contribute to policy development for AI use and represent the organisation in sector forums, collaborations and strategic partnerships.

Monitoring and impact

- Define and track metrics for innovation and AI product performance (e.g. adoption rates, efficiency gains, impact on KPIs and return on investment).
- Develop clear reporting for stakeholders to demonstrate business value and enable iterative development.
- Evaluate pilot outcomes rigorously and make evidence-based recommendations for scaling, iterating or retiring solutions.

General

- 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
Proven experience in leading AI or machine learning product development	x	x
A strong technical foundation and experience of working with large language models (LLMs), vector databases, data pipelines and digital integration	x	x
Strong technical background in AI, machine learning, data science or computer science	x	x
Experience of developing applications using large language models (LLMs), open-source or commercial APIs	x	x
Experience of working across multi-disciplinary teams and in cross-functional leadership		x
Experience of stakeholder engagement at all organisational levels, including senior leadership and boards		x
Experience of implementing and developing ethical and inclusive AI applications	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience of managing innovation pipelines or product lifecycles in a technical environment	x	x
Experience of running ideation processes such as design sprints or hackathons		x
Experience in developing AI literacy or training initiatives across a complex organisation	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Demonstrated problem-solving skills and the ability to innovate under constraints		x
Excellent interpersonal and collaboration skills	x	x
Ability to communicate complex AI concepts to technical and non-technical audiences		x
Ability to inspire others and lead through influence and vision		x
Strong strategic thinking with the ability to translate strategy into action		x
Capacity to manage multiple projects and competing priorities in a fast-moving environment	x	x
Adaptable and responsive to emerging technologies and evolving organisational needs		x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Strong knowledge of AI/ML technologies, tools, and platforms	x	x
Awareness of ethical, legal, and data protection issues surrounding AI use in public/charitable sectors	x	x
Familiarity with cloud-based AI/ML services (e.g. Azure, AWS, Google Cloud)	x	x
Familiarity with agile and lean product development methodologies	x	x
Awareness of ethical, legal, and data protection issues surrounding AI use	x	x

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

	Method of assessment	
	Shortlist	Interview
Understanding of user-centred design and how AI fits into service and product experiences	x	x
Understanding of organisational change and digital maturity models		x

Role information

Key internal working relationships

You'll work closely with the following:

- Director, impact, strategy and innovation
- Director, digital and data
- Head of digital product
- Head of data
- Head of user experience
- Heads, associate directors and directors of nursing, support services, fundraising, communications, supporter engagement and operations
- IT and Infrastructure teams (e.g. for platform compatibility and security)

Key external working relationships

You'll work closely with the following:

- Agencies specialising in AI
- AI researchers and thought leaders
- AI networking organisations, both in and out of the charity sector
- Counterparts in other charities working in 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)
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.

Job description dated September 2025

Find out more about us at
breastcancernow.org

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CANCER
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support charity