

Directorate

Engagement

Team

High value partnerships and Campaign

Reporting manager

Associate director, Campaign

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:

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- 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

The new role of Campaign board and project manager sits within the Campaign team of the newly created high value partnerships & Campaign department. The department has huge ambition to transform high value income for Breast Cancer Now over the next five years through better and more holistic, supporter-led working across the department and the introduction of a major £50million Campaign.

Breast Cancer Now is embarking on the most ambitious high value fundraising campaign in its history. It will be a transformative, multi-year Campaign aiming to raise £50m over the next five years. The Campaign represents a bold step forward in our mission to ensure that by 2050, everyone diagnosed with breast cancer lives and lives well.

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[**breastcancernow.org**](https://breastcancernow.org)

The Chair of the Campaign board has been appointed, and we are working together to put the necessary foundations in place to support the successful delivery of the Campaign. At its heart, the Campaign will be underpinned by a compelling proposition, a dynamic and influential Campaign board and a truly integrated approach to high value fundraising.

The Campaign board and project manager will play a critical role in the planning, coordination and delivery of Breast Cancer Now's ambitious Campaign.

Working closely with the Associate director of Campaign this role will coordinate the Campaign board, lead project management across multiple campaign workstreams and ensure robust tracking of Campaign performance and deliverables.

Key tasks and duties

Campaign project management

- Develop, maintain and monitor a comprehensive Campaign project plan ensuring clarity on roles, responsibilities and key deliverables across all teams.
- Work closely with the AD (Associate Director) of Campaign to drive the planning and execution of the Campaign.
- Establish a reporting framework to measure the Campaign's performance, providing regular updates to stakeholders.
- Coordinate cross departmental collaboration to drive Campaign milestones forward
- Project manage the second phase of the Campaign feasibility including timelines, stakeholder engagement, interview coordination and consultant liaison.
- Work with the AD of Campaign and key stakeholders to coordinate the development of the Campaign proposition. Support workshops and feedback sessions to ensure the proposition aligns with donor motivations and the Campaign's objectives.
- Support the AD of Campaign in identifying risks and opportunities and provide structured reporting to internal stakeholders through a risk and issues log.
- Ensure accurate and up to date data recording in Unity enabling reporting and analysis.
- Work with the brand and communications teams to coordinate the development of key Campaign assets including the Campaign case for support, funding propositions and branded materials.

Campaign board coordination

- Support the AD of Campaign as a key contact for the Campaign board and its members.
- Lead the planning and logistical delivery of all Campaign board meetings and engagement.
- Track board member involvement, actions and influence, working with the AD of

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Campaign to ensure high level stewardship and engagement.

- Support the AD of Campaign in developing board engagement strategies and briefing materials for internal and external stakeholders.

Performance tracking and reporting

- Utilising Unity, track and monitor Campaign progress, fundraising performance and key performance indicators.
- Produce Campaign dashboards and reports for internal leadership and the Campaign board.
- Work closely with colleagues in the Data team and the High value intelligence and experience team to ensure consistent and accurate tracking of donor engagement and income pipelines.

Campaign operational support

- Support the Associate Director of Philanthropy & Partnerships in developing and monitoring Campaign budget.
- Maintain clear and accessible Campaign documentation, including board materials.
- Support Campaign board on logistics for donor meetings and work with the High value events team on as a key contact for Campaign events.

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

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Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
Proven experience in project management, ideally within a fundraising, capital campaign, or philanthropy environment	x	x
Experience using a CRM system to monitor and track performance	x	x
Experience of working in a fast paced, multi-faceted environment	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience of working on large-scale fundraising campaigns		x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Strong stakeholder management skills, with experience engaging high-level donors, trustees, and senior leadership.	x	x
Excellent organisational and planning skills, with the ability to manage multiple priorities and workstreams.	x	x
Strong organisational and project management skills with the ability to prioritise and deliver across multiple workstreams	x	x
Strong analytical skills and confidence working with data, dashboards and KPIs	x	x
Strategic thinker with excellent communication, collaboration, and influencing skills	x	x
Ability to coordinate complex timelines, stakeholder relationships and reporting cycles	x	x
Ability to analyse and report on performance, using data-driven insights to inform strategy.	x	x
Demonstrable ability to work collaboratively across departmental boundaries to achieve shared organisational goals	x	x

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High attention to detail, analytical mindset, and commitment to continuous improvement	x	x
Empathetic, curious, and committed to delivering impact through exceptional supporter experiences	x	x
Passionate about high value fundraising and contributing to the growth and development of Breast Cancer Now's fundraising programme	x	x
Significant understanding of major donor fundraising, corporate partnerships, and trusts & foundations.	x	x
Confident working across functions and influencing at all levels of seniority	x	x

Role information

Key internal working relationships

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You'll work closely with the following:

- Colleagues within the High value partnerships and Campaign department
- Data and Digital team
- TISS
- CEO, Senior Leadership Team and Trustees
- Finance / Legal

Key external working relationships

You'll work closely with the following:

- The Breast Cancer Now Toby Robins Research Centre
- Campaign Board and senior volunteers
- High value partners
- Agencies, partners and suppliers
- Breast Cancer Now Researchers and Scientists and Nurses

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 to Friday)
Hours of work	35 per week, Monday to Friday
Contract type	Full time
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.

Find out more about us at
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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 July 2025

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