

## **Directorate** Engagement

### **Team** Brand and communications

### **Reporting manager** Senior multimedia 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 multimedia producer, you'll create high-quality, engaging content and produce Live broadcasts for our social media channels.

As part of the busy and dynamic brand, marketing and communications team, you'll develop new content and breathe fresh life into existing ideas – producing content covering everything from fundraising and campaigning to support and research. You'll also be responsible for producing Breast Cancer Now's live social media broadcast series across Facebook, Instagram and other social media platforms.

Supporting the senior multimedia manager and working alongside other producers, you'll be a champion of our visual identity and consistently show-off our brand in the best ways possible.

As well as being comfortable creating platform native content, you'll use your expertise in operating professional-grade multimedia equipment, including video and still cameras, as well as advanced skills in editing and audio production.

## Key tasks and duties

### Live broadcast production

- Lead the production of Breast Cancer Now's live broadcast series on social media, including:
  - Producing regular live sessions on Facebook and Instagram, with an increased schedule during Breast Cancer Awareness Month (October). Broadcasts typically take place on weekday evenings, and your working pattern will be agreed with your manager to reflect this
  - Schedule and coordinate live sessions, collaborating with subject matter experts from across the charity including nursing, health information and research communications
  - Manage live audience engagement during broadcasts to increase interaction and reach
  - Making sure that the diverse voices and experiences of people affected by breast cancer are represented accurately and used effectively
  - Archiving, reporting and cross-posting of live events to ensure their longevity
  - Exploring the feasibility of expanding the series to other platforms

### Social media content

- Shoot, produce and edit content for Breast Cancer Now's social media channels, working closely with other creatives, internal subject matter experts and people affected by breast cancer
- Attend in-person events to capture and share live social media content
- Use your solid understanding of audience behaviours and platform algorithms to optimise content for each channel
- Respond to trends in real time, creating content that is meaningful, relatable and relevant to our audiences
- Ensure fundraising social media content is compliant with the fundraising regulator guidelines
- Work in collaboration with the social media team to make sure content is aligned to communications plans and schedules

### Content production and management

- Travel to studios and other locations across the UK and Ireland to shoot and produce photographic, video, audio and social content. This requires both travel with the wider multimedia team and independently
- Provide advice and guidance on multimedia production, including self-shot (user-generated) and live events video and audio production

- Make sure all content is engaging, accessible, inclusive and is delivered to the highest standards
- Interrogate internal creative briefs to ensure outcomes are met and social media assets are delivered smoothly
- Stay updated with new developments in multimedia (including software, hardware and formats) and explore how they can be used to increase our reach, engagement and profile
- Help to organise all video, audio, photography and graphics files, and maintain our digital asset management system
- Make sure our content is GDPR compliant, ensuring all contributors to film and photography projects sign model release forms – and their consent is stored safely and securely
- Make sure health and safety is met on all location work, including carrying out risk assessments
- 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 a social media, digital content or video production role	x	x
Professional experience of video production, including pre- and post-production	x	x
Hands-on experience of producing live streams on social media platforms	x	x
Hands-on experience of designing to creative guidelines and a brand's visual identity		x
Experience of collaborating with clients, other creatives and suppliers		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
Experience of directing and interviewing people in front of the camera	x	
Experience of working with people with a lived experience of breast cancer, cancer or other long-term health condition	x	

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Advanced Adobe Creative Suite (Premiere, After Effects, Photoshop, Lightroom, Audition and Illustrator) skills	x	x
Advanced stills camera, flash lighting, studio shooting and photo editing skills	x	x
Advanced sound recording and audio editing skills	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
Motion graphic and animation skills	x	

## Knowledge

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

	Method of assessment	
	Shortlist	Interview
Excellent understanding of video production and creating accessible content	x	x
A solid understanding of social media algorithms and analytics		x

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

	Method of assessment	
	Shortlist	Interview
An understanding of health and science issues	x	

# Role information

## Key internal working relationships

You'll work closely with the following:

- Marketing, design, multimedia team
- Digital engagement team
- Research, impact and communications
- Policy, evidence and influencing team
- Media and PR team
- Nursing, healthcare professional engagement and health team
- Support services, such as primary services, secondary services and personalised
- Engagement directorate
- People and organisational development

## Key external working relationships

You'll work closely with the following:

- People living with or affected by breast cancer
- Creative agencies, freelancers and consultants
- Supporters (fundraisers, campaigners and volunteers)
- Breast Cancer Now funded researchers and research institutions
- Healthcare professionals
- Talent – VO artists and models

## General information

<b>Role location and our hybrid working model</b>	<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>6<sup>th</sup> Floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)</p>
<b>Induction</b>	<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>



<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	Permanent
<b>Medical research</b>	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.
<b>Conflict of interests</b>	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.
<b>Immigration, Asylum and Nationality Act 2006</b>	You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.
<b>Our commitment to equity, diversity and inclusion</b>	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 September 2025

Find out more about us at  
[breastcancernow.org](https://breastcancernow.org)

**BREAST  
CANCER  
NOW** The research &  
support charity