

**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**

The focus of this role will be primarily to manage all aspects of motion graphics projects. From liaising on the initial brief, planning resources and working with the other producers in the team to ensure that the project is delivered on time and budget. Liaising with clients from different departments, owning and producing motion projects under the direction of the senior multimedia manager. Deputising for the senior manager, as and when necessary.

#### **Key tasks and duties**

##### **Motion Graphic and Animation Production**

- Work with all teams across the charity (including but not restricted to digital, fundraising, nursing and health information, research communications, support services and public health) to deliver motion graphic assets for websites, emails, social media, media activity, digital display advertising and more
- Storyboarding and animatic creation

- HTML5 and social media motion design production
- Develop a motion design house style for the brand, being its guardian and ambassador
- Identify opportunities to introduce motion graphics and animation to our creative content
- Support the senior multimedia manager with reviewing, providing creative feedback and approving motion designs created by third party suppliers
- Work with others to develop and manage appropriate guidelines and processes for animation and motion products
- Regularly evaluate the effectiveness of our motion and animation content to identify gaps and opportunities
- Keep up to speed with current and future industry trends, competitors and new work coming out in the industry
- Support the multimedia producers and senior manager with other multimedia productions

### **Video and photography**

- Assist on photo and video shoots, and editing of visual content including photos, video and graphics when required. Producing occasional video and photography projects

### **Creative services**

- Work closely with other creatives (including multimedia producers, graphic designers and copywriters) and subject matter experts to develop creative ideas

### **Administration**

- Manage all motion design assets on the digital asset management system
- Any other duties as directed by and agreed with your line 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
Expert skills in motion graphics using Adobe Creative Suite	x	x
Relevant demonstrable experience in a design, artworking or creative role	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 managing agencies and freelancers	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
Excellent Adobe Creative Suite skills, including InDesign, Photoshop and Illustrator	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
Good knowledge and understanding of online marketing (SEO, both paid and natural), PPC, email and online advertising	x	

## Knowledge

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

	Method of assessment	
	Shortlist	Interview
Understanding how design principles influence 3D and 2D production.		x
Strong technical knowledge and interest in the possibilities new technology offers	x	x
Good knowledge of social media and community and how to harness it for maximum effect, including but not limited to Facebook, Twitter, YouTube and Instagram		x

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

	Method of assessment	
	Shortlist	Interview
An understanding of health and science issues, particularly breast cancer or cancer	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
- 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>	<p>35 per week, Monday to Friday</p>

<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 October 2025

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

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