

Directorate

Engagement

Team

Relationship fundraising and events

Reporting manager

Events manager

Direct reports

None

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.

Engagement directorate overview

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, 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

To help maximise net income across events, developing strong relationships with supporters, volunteers and key suppliers to enhance and engagement and repeat participation rate.

Key tasks and duties

Event Delivery

- Lead on projects across the delivery of events, including the recruitment and stewardship of participants and volunteers.
- Manage the logistics and delivery of your projects including training days, cheering points and post-race receptions
- Manage the registration process, web systems and maintain database records for all event supporters by liaising with all relevant internal teams and external fulfilment companies
- Oversee and supervise the work of office volunteers when needed.

Supporter Care

- Implement the supporter journey for new event enquiries to maximise conversion
- Implement supporter journeys, building excellent relationships with participants, ensuring we reflect best practice in supporter retention and development to maximise the amount raised and thank all event participants in a timely, personalised and appropriate manner
- Implement post event stewardship journeys to retain participants, delivering an increase in repeat participation and cross selling support for Breast Cancer Now
- Provide support with excellent relationship building with all participants

Marketing

- Work with community and events marketing manager to grow numbers of event participants and volunteers via a variety of channels.
- Work with the PR team to generate engaging and impactful case studies for use in the media and online

Finance and Database

- Responsible for reaching financial targets as agreed
- Work with the event managers on development of budgets for projects within your portfolio
- Track and monitor performance of projects within your care and maintain detailed records of key KPIs of recruitment and income
- Maintain detailed and accurate records on Unity, updating communication preferences and registrations where necessary

Sponsorship and third parties

- Work with the event managers to understand the requirements of the team for the upcoming events season and secure relevant sponsorship and gifts in kind to support this
- Manage relationships with, and the work of, external suppliers for each project in your care to ensure they are delivering to budget and expected performance standards

Cross organisational working

- Engage the organisation's supporters in helping to build the Breast Cancer Now brand and deliver key public health messages
- Be an ambassador at events, supporting the delivery of Breast Cancer Now's vision and ensuring that the charity's profile and reputation are enhanced
- A willingness and ability to travel across the UK and work outside of usual hours (Monday – Friday 9am – 5pm) to support delivery of the portfolio
- 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
Experience of undertaking projects independently and seeing projects through to completion	X	X
Experience of displaying excellent customer service skills and building relationships with supporters to engage them with the charity	X	X
Experience of working in a fast-paced environment and an ability to work both independently and in a team	X	X
Significant experience of performing administrative tasks	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience of working in the charity/voluntary sector	x	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent relationship management skills: able to build new relationships from scratch and consistently develop and build on existing relationships with supporters and colleagues at all levels	X	X
Excellent attention to detail	X	X

Excellent time management skills: able to manage a wide and varied workload, prioritising key tasks and ensuring that deadlines are always met	X	X
Logical and analytical: able to record information consistently and accurately and pull key information to enable sound analysis	X	X
Good initiative and creativity with ability to proactively identify and seize opportunities and find solutions	X	X
Ambitious and determined, both personally for your own professional development and for the organisation		X
Ability to represent Breast Cancer Now professionally with a range of external audiences including event participants, event suppliers, other charities' staff and members of the public		X
Able to work under pressure, keeping calm and thinking clearly		X

Knowledge

It's essential for you to have the following:

	Method of assessment	
	Shortlist	Interview
A working knowledge of relationship management databases	X	

Role information

Key internal working relationships

You'll work closely with the following:

- Colleagues at all levels across the engagement directorate and wider charity

Key external working relationships

You'll work closely with the following:

- A broad range of supporters, individuals and groups
- Professional fundraising networks and wider charity networks

General information

Role location and our hybrid working model	<p>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:</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	<p>Permanent</p>
Medical research	<p>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.</p>
Conflict of interests	<p>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.</p>
Immigration, Asylum and Nationality Act 2006	<p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>

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 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

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support charity