

Asda partnership officer



Directorate
Engagement

Team
Philanthropy and partnerships

Reporting manager
Senior partnership manager, Asda

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, 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

Asda Tickled Pink, now in its 29 year, is the partnership between Asda, Breast Cancer Now and CoppaFeel! Together we're on a mission to make checking your boobs, pecs and chests, whoever you are, as normal as your Asda shop. And with the help of customers, colleagues and suppliers, we've raised £100m in the process.

This role sits within the principal partnerships team, which oversees both the Asda Tickled Pink and People's Postcode Lottery partnerships, with an annual target of £8.5 million. The principal partnerships team is part of the wider philanthropy and partnerships team, which sits within the wider high value partnerships and campaign directorate.

The Asda team at Breast Cancer Now is responsible for raising £6m annually through the Asda Tickled Pink partnership, plus ambitious breast checking and signposting KPIs. However, with our 30th year on the horizon and investment into a new community fundraising pilot, our goal is to ensure 2026 is our biggest year yet.

This role will:

- Support with the delivery of colleague, customer and supplier fundraising aspects of the partnership
- Work with the Asda senior partnership manager and the Asda partnership manager, to engage colleagues at Asda, Breast Cancer Now and CoppaFeel! in the delivery of this partnership
- Lead on key fundraising initiatives such as the annual volunteer fundraising weekend, Yorkshire Three Peaks, Tickled Pink Ball and more
- Support on projects that deliver the Tickled Pink Journey to 30 year strategy whilst also furthering Breast Cancer Now's strategic priorities
- Provide essential support for the wider Asda team

Key tasks and duties

Colleague fundraising and engagement

- Support the Asda partnership manager in engaging Asda colleagues with Tickled Pink and its charity partners, encouraging them to fundraise, donate and volunteer their time, all whilst raising awareness of Breast Cancer Now
- Lead, with collaboration from CoppaFeel!, on delivering the annual large-scale volunteer bucket collection weekend in Asda stores
- Lead on developing a bespoke thanking and recognition stewardship journey for a variety of internal and external stakeholders
- Build and maintain strong relationships with the CoppaFeel! partnership team, ensuring harmonious and equitable ways of working. Build strong working relationships with the Asda Tickled Pink team to ensure high engagement and maximum output

Tickled Pink campaigns and events

- Support the wider Asda partnership team to deliver key marketing campaigns, such as our 30 year, Mother's Day and Breast Cancer Awareness Month
- Support the Asda partnership team to deliver nationwide colleague fundraising, engagement and stewardship events
- Support the wider Asda partnership team to deliver key events in the Tickled Pink fundraising calendar, including the Yorkshire Three Peaks challenge for colleagues and suppliers, and the Tickled Pink Ball

Admin and support

- Represent Breast Cancer Now as the lead contact for Asda community champions by monitoring the Tickled Pink inbox, an essential point of contact for store colleagues
- Keep accurate records through Breast Cancer Now's database, files and the shared drive which we share with Asda and CoppaFeel!
- Work with CoppaFeel! to complete Breast Cancer Awareness Month supplier nomination forms, complying with the SLA agreement with Asda
- Monitor the Tickled Pink JustGiving page, ensuring a consistent stewardship journey for all who sign up to fundraise

General

- Build an internal profile with colleagues at Breast Cancer Now to ensure that we're utilising internal experience and resource for immediate needs and future development of the partnership
- Work alongside colleagues in the corporate partnerships team to share and take learnings from across the partnership portfolio, collaborating with the wider team to ensure that we're as effective and efficient as possible
- Work with relevant internal teams to ensure the Asda partnership is compliant legally and will deliver activity to a best practice standard
- Adhere to all Breast Cancer Now's policies and procedures
- Any other duties within the scope and remit of the role, to support the wider principal partnerships team, as agreed with your manager

Person specification

Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
Relationship management experience, either from the not-for-profit or corporate sector	X	X
Experience of working on a variety of projects in a fast-paced environment, with the ability to simultaneously manage a wide range of tasks	X	X
Experience of working with multiple stakeholders with varying priorities to achieve a common goal	X	X

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

	Method of assessment	
	Shortlist	Interview
Experience of working on employee engagement partnerships	X	
Experience using a CRM system to keep accurate records	X	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Written and verbal communication skills with strong attention to detail	X	X
Strong organisational, project and time management skills with the ability to use own initiative, prioritise and demonstrate a problem-solving approach	X	X
The ability and to be self-motivated and proactive	X	X

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

	Method of assessment	
	Shortlist	Interview
Ability to think in a clear minded fashion and prioritise for long term success	X	

The ability to work collaboratively across departmental and organisational boundaries to achieve shared goals	X	
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Knowledge

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

	Method of assessment	
	Shortlist	Interview
An awareness of the issues people affected by breast cancer can experience	X	
An understanding of the corporate fundraising sector	X	X
An understanding of the retail sector, its dependencies, risks and opportunities	X	
An understanding of shared purpose partnerships and the benefits to both the organisation and Breast Cancer Now	X	X

Role information

Key internal working relationships

You'll work closely with the following:

- Within the Breast Cancer Now Asda team you'll work with the head of principal partnerships, senior partnership manager and partnership manager.
- High value partnerships and campaign department – specifically, colleagues within each sub team of corporate partnerships, special events, and intelligence & experience.
- Brand, marketing and communications teams, specifically Asda marketing and communications manager and senior media and PR officer - to build our profile with colleagues, maximise campaigns and identify future opportunities.
- Case study teams (PR) to ensure we're putting people affected by breast cancer at the heart of our engagement with Asda.
- Research and public health directorate and support and influencing directorate - to harness their expertise to share impact, support breast checking messaging, signpost to information and services.

Key external working relationships

You'll work closely with the following:

- CoppaFeel! head of partnerships and partnership manager
- Asda Stakeholders, Tickled Pink team and wider community team

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	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.

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 December 2025

Find out more about us at
breastcancernow.org

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