

Directorate
Engagement

Team
Relationship fundraising and events

Reporting manager
Events manager

Direct reports
Events assistant

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

To support the team and the events manager in the delivery of either the owned events portfolio, including but not limited to Christmas Carols as well as a range of internal activation and engagement events or a range of key third party events such as the Royal Parks Half Marathon and the Ultra Challenge series. This role will provide logistical and administrative support to maximise net income, participant numbers and repeat participation rates.

Key tasks and duties

Event delivery

- Work closely with the events manager to deliver Breast Cancer Now's owned or third-party event portfolio, with a focus on logistics and participant experience
- Work closely with the other events officers, owned events and third-party management team and the head of events on the creation of the look and feel of the on the day experience a range of owned events products and third-party events
- Liaise with suppliers, contractors and event organisers regarding event requirements to ensure excellent service and a successful event
- To be responsible for delivering project areas on time and to budget
- Work with the digital and fundraising analysis team to put together monitoring and reporting on event performance and analysis of supporter engagement
- Regular reporting to the events manager on progress of projects

Line management

- Develop and support any direct report

Marketing

- Work with the fundraising marketing team to convert enquires and grow numbers of event participants via a variety of channels (e.g. email marketing, digital advertising, social media promotion)

Supporters and volunteers

- Support the development of holistic stewardship experiences across the owned events and third-party events portfolio, maximising engagement and income through targeted communications across multiple platforms
- Support the delivery of a holistic stewardship campaign for all events across the events portfolio working closely with the other events officer in the owned events and third-party events team to create a comprehensive and engaging experience
- Support the delivery of an exceptional on the day experience, thereby maximising the lifetime value of supporters and volunteers
- Recruit and co-ordinate volunteer and staff teams to work at a range of owned and third-party events, working with the volunteering team where appropriate

Finance

- Work with the senior event managers and event managers on management of budgets for your project areas
- Work to reach and exceed financial targets as agreed and adhere to expenditure budgets, taking care to reduce anticipated costs where possible
- Track and monitor performance of events within your care and maintain detailed records of key KPIs of recruitment and income

- Maintain detailed and accurate records on our database, updating communication preferences and registrations where necessary

Sponsorship and third parties

- Work with the event manager to secure sponsorship and in-kind support for the owned events portfolio
- Manage relationships with, and the work of, external suppliers and race organisers to ensure they are delivering to budget and expected performance standards

Compliance

- Ensure events are delivered safely and legally and comply with fundraising regulations

Cross organisational working

- Work collaboratively with teams from across the organisation to ensure that all parties are kept regularly updated of events available and to engage their support and involvement where relevant
- Be an ambassador at events, supporting the delivery of Breast Cancer Now's vision and ensuring the charity's profile and reputation is enhanced
- A willingness and ability to travel across the UK, and occasionally overseas, and work outside of usual hours (Monday – Friday 9am – 5pm) to support delivery of the portfolio

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

Qualifications and experience

It's essential for you to have the following qualifications and experience:

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| Experience of successfully delivering owned or third-party events, including recruitment of participants, development of supporter journeys and stewardship communications to meet and exceed net income and supporter retention targets | x | x |
| Demonstrable experience of working with external agencies and race organisers and internal stakeholders to deliver successful marketing strategies. | x | x |
| Demonstrable experience of building excellent relationships with event participants | x | x |
| Demonstrable experience of meeting financial targets and use of KPI processes to track progress | x | |

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

| | Method of assessment | |
|--|----------------------|-----------|
| | Shortlist | Interview |
| Experience of working in the charity/voluntary sector | x | |
| A full and clean UK driving license | x | |
| Experience of line management, including coaching and supporting the development of team members | | x |

Skills and attributes

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

| | 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 |
| Strong project management skills: a logical and thorough planner with the determination to see tasks through to completion | x | x |
| Excellent time management: 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 and suggest areas of | x | x |

| | | |
|---|---|---|
| improvement | | |
| Ability to work under pressure and think calmly | | x |
| Ambitious and determined, both personally for your own professional development and for the organisation | x | |
| Flexibility and willingness to travel throughout the UK and work outside of normal working hours (including weekend work) when the occasion demands | x | |

Knowledge

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

| | Method of assessment | |
|---|----------------------|-----------|
| | Shortlist | Interview |
| Excellent knowledge of the current events market including key trends | x | x |
| Proactive working knowledge of relationship management databases | x | |

Role information

Key internal working relationships

You'll work closely with the following:

- Relationship fundraising and events
- Data team
- Digital team
- Brand, marketing and communications team
- Supporter care and compliance team

Key external working relationships

You'll work closely with the following:

- Logistics partners
- Agencies and suppliers
- Race organisers
- A broad range of supporters, individuals and groups
- Professional fundraising networks and wider charity networks

General information

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|---|---|
| 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) |
| Induction | 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. |
| Hours of work | 35 per week, Monday to Friday |
| 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. |

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| 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