

**Directorate**  
Engagement

**Team**  
Digital

**Reporting manager**  
Digital content design manager

## 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**

As a digital content designer, you'll play a key part in Breast Cancer Now's digital product team, by creating clear, accessible and user-centred content across our digital products. You'll work closely with product, UX and subject matter experts to understand user needs, translate complex information into simple, effective content

that helps people affected by breast cancer access the information and support they need.

You'll design, optimise and structure compelling content across our website and microsites, including landing pages, personal stories and webforms. Balancing strategic design with hands-on delivery, you'll use data from analytics tools and user research to make insight-led content decisions that meet user needs, organisational goals and high standards of SEO, accessibility and UX. Beyond your own delivery, you'll support teams across the charity, providing guidance that empowers colleagues to embed best practices into their work.

Supporting the digital content design manager, you'll help establish and manage the full content lifecycle, from discovery and creation to maintenance and retirement. You'll contribute to content plans, champion content design best practices and ensure our digital presence is accessible, clear, user focused and aligned with organisational goals.

### **Key tasks and duties**

#### **Content design and production**

- Develop and optimise engaging digital content including personal stories, landing pages, and webforms to meet user needs and organisational goals
- Translate complex information into simple, actionable content, collaborating with subject matter experts and the brand copy team
- Assist the digital content manager in planning and delivering content campaigns and the content lifecycle
- Innovatively repurpose existing content to maximise relevance and impact
- Build, test and maintain various webforms across website, microsites and fundraising platforms
- Apply content design, UX and accessibility (WCAG 2.2) best practices consistently
- Ensure content is optimised for search engine optimisation (SEO) and user experience (UX)
- Provide guidance, training and editing support for content produced by other teams
- Conduct quality assurance checks before publication and maintain oversight of content within the content management system (CMS)
- Support organisation, tagging and governance of digital content in the CMS and digital asset management (DAM) system ensuring compliance with style guide and review processes

#### **Insights**

- Use analytics and insight tools (GA4, Hotjar, Moz) to monitor content performance and identify opportunities for improvement
- Analyse user behaviour to inform content design decisions, optimise journeys and identify content gaps

- Translate data insights into actionable recommendations for stakeholders, collaborating with the senior digital insight analyst to use dashboards for stakeholder performance feedback
- Work with the digital content design manager to review and implement findings from user research
- Continuously review and optimise content to improve effectiveness and usability

### **Working across teams**

- Advocate for users during stakeholder discussions, using evidence to guide content decisions
- Support teams across the organisation in content creation and maintenance, promoting digital literacy and embedding best practices
- Collaborate with data and imports team to ensure cohesion between form build on the website, and import build into CRM
- Support editorial updates to webpages via Umbraco Workflow ensuring compliance with web and accessibility best practices
- Collaborate with the digital engagement team to ensure timely delivery of digital content
- Provide guidance and training on CMS use and content design best practices
- Participate in team 'crits' (critiques) and peer reviews, sharing work in progress and providing constructive feedback to improve content quality and user experience
- Collaborate with the copy team to ensure long-form copy meets user needs, while taking ownership of microcopy and structure
- Help establish processes for the team to make sure content briefs and ideas are responded to efficiently and effectively

### **Strategy**

- Support the digital content design manager to implement and embed the content lifecycle across the organisation
- Contribute to the delivery of content strategy and communications framework, prioritising a user-centred approach
- Implement content design strategies to ensure digital experiences meet user needs
- Champion evidence-led content decisions, helping stakeholders understand how content decisions support organisational goals

### **Content governance and management**

- Maintain and champion content governance documentation, including handbooks, style guides, and review cycles
- Manage editorial updates to metadata, SEO and event schema

- Support management of digital champion programme and user permissions
- Support management of media library, digital asset bank, content tagging and CMS organisation
- Support governance plans including user permissions and compliance with accessibility and image permissions
- Assess and raise any technical issues to the digital product operations manager
- Assess and raise improvements to products managers to actively improve CMS and UI

### **General**

- Manage administrative tasks related to your role
- Contribute positively to team dynamics and represent the team and its services in a favourable light
- Foster an inclusive and respectful work environment, valuing diversity and respecting the contributions of colleagues from diverse backgrounds
- Attend internal and external meetings and training sessions as necessary
- 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 in designing insight-led digital content that meets user needs and organisational strategy, including personal stories, landing pages, and webforms	<b>X</b>	<b>X</b>
Experience in managing content within a CMS	<b>X</b>	<b>X</b>
Experience using analytics tools (such as Google Analytics, Hotjar) to understand user behaviour and make content decisions	<b>X</b>	<b>X</b>
Experience using SEO tools (such as Moz) for content keyword research and optimising content visibility	<b>X</b>	<b>X</b>
Proven ability to develop and maintain relationships with key stakeholders	<b>X</b>	<b>X</b>
Understanding and application of SEO principles	<b>X</b>	<b>X</b>
Familiarity with UX concepts and best practices	<b>X</b>	<b>X</b>
Strong organisational skills with the ability to manage priorities and meet deadlines effectively	<b>X</b>	<b>X</b>
Experience producing copy and giving direction on user requirements to develop content	<b>X</b>	<b>X</b>

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

	Method of assessment	
	Shortlist	Interview
Experience using a CMS such as Drupal 7, 8 or Umbraco	<b>X</b>	
Experience in Agile project management methodologies	<b>X</b>	
Understanding of product development practices such as working in sprints and continuous improvement	<b>X</b>	<b>X</b>
Experience in insight-led content optimisation and iterative design	<b>X</b>	<b>X</b>

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Exceptional editing, proofreading and copywriting skills	<b>X</b>	
Ability to interpret data and user research to craft engaging and impactful content that meets user needs aligns with the charity's objectives	<b>X</b>	<b>X</b>
Strong interpersonal skills to build and maintain positive relationships with stakeholders and openness to peer feedback	<b>X</b>	<b>X</b>
Understand the importance of following processes and championing governance	<b>X</b>	<b>X</b>
Ability to foster a digital mindset among stakeholders and empower them to embrace digital initiatives	<b>X</b>	
Be able to work independently and collaboratively with a team	<b>X</b>	
Be proactive and demonstrate initiative	<b>X</b>	

## Knowledge

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

	Method of assessment	
	Shortlist	Interview
Solid understanding of UX principles to optimise digital experiences for users	<b>X</b>	<b>X</b>
Knowledge of SEO strategies to enhance content visibility and reach	<b>X</b>	<b>X</b>
Understanding of accessibility standards (WCAG) and plain English best practices	<b>X</b>	
Experienced in principles of content design	<b>X</b>	

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

	Method of assessment	
	Shortlist	Interview
Understanding of content design within product development practices	<b>X</b>	

# Role information

## Key internal working relationships

You'll work closely with the following:

- Wider digital team
- Engagement directorate
- Policy, evidence and influencing team
- Nursing, healthcare professional engagement and health information team
- Services and services improvement team

## Key external working relationships

You'll work closely with the following:

- External agencies as and when required, which may include design and digital agencies



## General information

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

## 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 and for example, 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 January 2026

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

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