

Community fundraising operations executive

Directorate
Engagement

Team
Relationship Fundraising and events

Reporting manager
Community fundraising operations 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

The relationship fundraising team is responsible for attracting and building exceptional relationships with a range of community audiences from individuals and clubs to groups and local businesses. Some supporters are relationship managed, but the majority are supported through the mass market 'DIY fundraising' programme, which is managed by the community fundraising operations team.

Specifically, the role of the community fundraising operations executive is:

- To work with the community fundraising operations manager to help deliver the mass market 'DIY fundraising' programme

- To manage day-to-day enquiries from supporters across a variety of channels and provide brilliant stewardship/customer service
- To provide administrative and operational support across the relationship fundraising team

Key tasks and duties

Delivery of the mass market ‘DIY fundraising’ programme

- Provide brilliant stewardship to supporters, ensuring that communications are timely, helpful, and personalised. This will involve responding to day-to-day enquiries, as well as providing additional touch points like phone calls or good luck emails
- To work closely with our fulfilment house and data team to ensure fundraising packs and extra materials are sent out to supporters on time
- To accurately record supporter information and interactions on our database, in line with internal processes
- To identify and triage supporters who would benefit from relationship management from the senior community fundraisers or community fundraising executives
- To manage the community fundraising Facebook group. This includes monitoring the group and responding to supporters, as well as planning and creating regular content to post on the page
- To thank supporters for their fundraising in a timely and personalised way
- To gather supporter stories submitted through our “Tell us your story” form and write these into blogs to be featured on our website or Facebook group
- To work with the community fundraising operations manager to gather and feedback insights, to help improve the performance of the programme and help grow income

Operational and administrative support

- To carry out various weekly processes for the team. Managing these processes will include checking and processing data for supporter communications, sending out materials, and updating our database
- To support the community fundraising operations manager on the development, implementation, and documentation of team processes
- To regularly monitor community fundraising stock levels, bringing attention to discrepancies or significant changes, and notifying the community fundraising operations manager when stock needs replenishing
- To gather and compare quotes from suppliers when existing stock needs replenishing or new stock needs producing, negotiating where appropriate to minimise costs for the organisation

- To process invoices and raise POs for the team
- To work with finance, supporter care and other internal teams to ensure income is coded accurately, meaning gifts can be acknowledged and thanked in a timely manner
- To provide ad hoc and varied operational and administrative support to the wider relationship fundraising team as required

Project support

- To support the community fundraising operations manager with the delivery of projects. Responsibilities could include proofreading or drafting content for materials and communications, reviewing the community fundraising web pages, supporting with testing updates and reporting, and insight gathering

Other

- A willingness and ability to travel across the UK for team days and training, and to also occasionally help at events, which may involve some work outside of usual hours
- To build relationships across the directorate and wider organisation, working collaboratively and constructively with other colleagues towards wider organisational goals
- To adhere to all Breast Cancer Now policies and ensure all fundraising activity is carried out in adherence to charity law and regulation
- 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 providing excellent supporter/customer care in a professional environment	x	x
Experience of building good relationships with supporters/customers	x	x
Experience of working in an administrative or operational role, which involved following various processes	x	x
Experience of undertaking work independently, managing a varied workload and working to tight deadlines	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience of writing copy for communication channels such as email or social media	x	x
Experience working in the charity or voluntary sector	x	
Experience of monitoring stock levels, and working with print and fulfilment suppliers	x	x
Experience of processing invoices and raising POs	x	
Experience using relationship management databases	x	x
Experience working with supporter/customer data and data files	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent communication skills, both written and verbal	x	x
Excellent attention to detail	x	x
Excellent time management skills: the ability to manage a wide and varied workload, prioritising key tasks and ensuring that deadlines are met	x	x

Excellent problem-solving skills: the ability to identify issues and have the initiative to recommend both short and long term solutions	x	x
Naturally committed to the very highest standards of supporter stewardship		x
Good numeracy skills, with the ability to analyse data and information to draw conclusions and make recommendations	x	x
The ability to identify opportunities for streamlining and improving efficiency of team processes	x	x
A team player and a natural collaborator who is eager to share ideas and contribute		x

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

	Method of assessment	
	Shortlist	Interview
Strong copywriting skills, with the ability to write compelling copy for a range of audiences	x	x

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Knowledge of community fundraising	x	x
An understanding of email stewardship best practice	x	x
A basic understanding of fundraising compliance regulations and data protection laws	x	

Role information

Key internal working relationships

You'll work closely with the following:

- Digital team
- Data team
- Supporter Care and compliance team
- Brand and communications team
- Wider public fundraising and marketing department

Key external working relationships

You'll work closely with the following:

- External agencies and suppliers, such as print and fulfilment houses

General information

Role location and our hybrid working model	<p>This role is based in our London or Sheffield 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> <p>Or</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday to Thursday)</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 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>
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.

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 February 2026

Find out more about us at
breastcancer.org

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