

# Philanthropy manager

## Directorate

Engagement

## Team

High value partnerships & campaign

## Reporting manager

Senior philanthropy & principal gifts manager

## Date of job description

June 2026

## Our charity

We're Breast Cancer Now, the UK's leading breast cancer charity. And we're combining the power of science and support to change breast cancer. Now.

We're funding world-class science now, so no one dies of breast cancer in the future. We're here with life-changing support now, so no one has to face breast cancer alone. And we're running groundbreaking campaigns now – for better awareness, quicker, earlier diagnosis and access to treatments.

We've been making change happen for over 50 years, and we're not stopping now. Because we have a bold vision. That by 2050, everyone with breast cancer will live and live well.

We can't do it on our own. But together, we can make change happen. 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**

This role sits within the recently created philanthropy & partnerships team as part of the high value partnerships & campaign team. With huge ambition to transform high value income for Breast Cancer Now over the next five years through better and more holistic, supporter-led working across the department and the introduction of a major £50million campaign, the need for securing major and principal level philanthropic support for Breast Cancer Now has never been more important.

This critical role presents a great opportunity for a creative and self-motivated major donor fundraising specialist, who has already proved themselves to be successful in this field. The postholder will be an expert at relationship management development with an astute ability for cultivating and stewarding relationships with high-net-worth individuals high net worth individuals. A prerequisite for this role will be experience of raising significant funds from new business opportunities. These funds will deliver results towards an ambitious new phase for Breast Cancer Now.

The role is responsible for building true partnerships with highly valuable and influential supporters through best-in-class stewardship and will work closely with the high value leadership to identify, cultivate and secure significant 5-6 figure gifts to contribute to the long-term growth of the high value programme and to the successful delivery of the £50 million campaign. It will significantly grow support from existing relationships, as well as securing new partnerships with ultra-high and high-net worth individuals who care deeply about people affected by breast cancer.

Building networks and understanding what motivates our supporters and aligning our activities with their philanthropic interests are essential to our growth plans for major gifts. The post holder will work closely with the head of philanthropy and principal gifts, senior philanthropy managers and key internal stakeholders. The role will focus on securing and developing long term relationships with new major donors. The resulting gifts will provide the sustainable income needed to deliver our ambitious vision that by 2050, everyone with breast cancer will live and be supported to live well.

Reporting to senior philanthropy manager, this is a high impact role that combines strategic relationship management and long-term focus on donor development with entrepreneurial spirit and the delivery of significant income growth.

## **Key tasks and duties**

### **Portfolio management**

- Identify, cultivate and steward a portfolio of new and existing high-net-worth prospects, building robust long-term relationships and securing multi-year five and six figure gifts.
- To work with the philanthropy and principal gifts team and prospect researcher team to support the identification of new major gift opportunities from high-net-worth individuals.
- Develop cultivation strategies for prospective donors to ensure a steady, growing stream of financial commitment to Breast Cancer Now.
- Grow support from Breast Cancer Now's existing portfolio of philanthropic partners, leading on developing and delivering tailored and impactful cultivation, solicitation and stewardship plans, to maximise each major gift opportunity.
- Work closely with the high value leadership team where appropriate, including head of philanthropy and principal gifts, as well as the CEO and senior leadership team and campaign board and trustees where necessary, to support strategic and impactful donor engagement.
- With support of the high value intelligence & experience team and impact communication team, write compelling proposals, impact reports, and briefings that reflect donor interests and organisational priorities, as well as ensuring first-class stewardship for major donors and senior volunteers, demonstrating the long-term value and impact of their support.
- Confidently engaging in person with supporters and prospective supporters at cultivation events and meetings where required.

## **Campaign and senior volunteer engagement**

- Support the campaign by cultivating high-net-worth prospects and partners aligned to campaign themes, developing and driving forward a pipeline that balances short-term targets through securing significant gifts with long-term relationship development and multi-year support.
- Build strong relationships with campaign board members and senior volunteers to maximise their networks and influence, to translate into significant gifts in support of the campaign and five-year transformational growth.
- Collaborate with the campaign and the insight & experience function to ensure coordinated high-impact donor and senior volunteer engagement for BAU fundraising where appropriate.
- Ensure that BAU and Campaign messaging and opportunities are integrated into donor conversations and solicitation strategies as appropriate.
- Provide briefings, materials and follow up support to enable effective engagement by campaign board members and senior stakeholders.

## **Cross-organisational working**

- Work closely with the high value intelligence & experience team to ensure data, insight, and prospect research inform donor strategy and planning.
- Working thoughtfully and strategically to align donor interests with organisational priorities, preparing bespoke reports and proposals.
- Collaborate with colleagues across transformation, insight, impact & strategy (TIIS), research, services, finance, and brand and communications to ensure compelling funding propositions and bespoke stewardship experiences, also working with the high value intelligence & experience team as needed.
- Represent the philanthropy & principal gifts function in internal meetings and planning forums as needed

## **Monitoring and Performance**

- Contribute to a high performance, collaborative culture within philanthropy and wider high value partnerships and campaign department.
- Responsibility for delivery and contribution of agreed philanthropy income target for BAU and Campaign activity.
- Maintain accurate and up-to-date records of donor activity in the CRM (Unity) system.
- Use data to inform planning, track donor journeys and identify opportunities for growth or improvement
- Report on income performance, pipeline progress, and stewardship delivery against KPIs.

- To ensure Breast Cancer Now delivers on all our reporting commitments to donors.
- To support the wider team by contributing to annual planning and reporting as well as reporting against agreed budgets.
- To maintain accurate records for activity including asks, mailings, updates and income for all supporters through Unity, our CRM database.

#### 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:

	Method of assessment	
	Shortlist	Interview
Experience of initiating successful relationship building with new business high-net-worth prospects, leading to securing significant and transformational philanthropic support	X	
Experience of working with senior volunteers and trustees and understanding what motivates them to support an organisation and raise money	X	
Experience of using a charity CRM system	X	
Demonstrable experience of working across teams and departments internally to create proposals and reports for donors, as well as growing relationships in innovative ways	X	
Demonstrable experience of meeting personal and team income targets	X	
Evidence of securing 5 figure gifts or more from high-net-worth individuals, having made the approach directly	X	

## Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent interpersonal, networking and relationship building skills, with the ability to comfortably represent us at events and 1:1 meetings		X
Excellent research skills with the proven ability to research potential donors and identify new opportunities		X
Outstanding written communication skills with the ability to write original fundraising proposals and reports to an exceptionally high standard	X	X
Ability to re-prioritise quickly, to work calmly under Pressure and meet tight deadlines		X
Ability to work well within a team, undertaking own administrative tasks as required		X
Proven ability to construct single and multi-year budgets for proposals and report on these throughout the year		X
Excellent attention to detail		X
Motivated with the ability to be flexible and adaptable		X
A good team motivator and morale booster		X
Ambitious for own self and charity		X

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

	Method of assessment	
	Shortlist	Interview
Experience supporting a major campaign or appeal		X

### Knowledge

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

	Method of assessment	
	Shortlist	Interview
Demonstrable expert knowledge of best practice in major donor identification, qualification, cultivation, solicitation and stewardship	X	X
Understanding of current legislation, policies and issues affecting major donor fundraising and the charity sector including GDPR		X
Extensive knowledge of the major donor landscape, marketplace, trends, competitor awareness and potential issues that may arise		X

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

	Method of assessment	
	Shortlist	Interview
Good understanding of scientific and/or medical research		X
A good understanding of the wider fundraising sector		X

# About the role

## Key internal working relationships

You'll work closely with the following:

- Colleagues within the high value partnerships & campaign department
- Data and digital team
- TISS
- CEO, senior leadership team and trustees
- Finance / legal

## Key external working relationships

You'll work closely with the following:

- Trustees, campaign board and senior volunteers
- High value partners
- Breast Cancer Now researchers and scientists and nurses

## General information

<b>Role location and our hybrid working model</b>	<p>This role is based in our London office. Our hybrid working model also 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>Salary range</b>	<p>The salary range for this role is:</p> <p>£40,000 to £44,500 per annum</p>
<b>Induction</b>	<p>We want you to have a positive induction experience, so we'll ask you to think about coming into the office a bit more often at the start of your role.</p> <p>This will help you get to know your colleagues, and will make it easier for people to be on hand to support you. After that, you'll be able to move to our hybrid working model.</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, some of which may involve the use of animals. Our aim is to save lives and our research using animals is only when there's no alternative.</p>
<b>Conflict of interests</b>	<p>You're expected to devote your full attention and abilities to your paid duties. This means you shouldn't take on any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours that could impair your ability to act in the best interests of, or prejudice the interests of, Breast Cancer Now or your work.</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

We hope you choose to apply for this role. To apply, you need to submit your CV and a supporting statement. Have a look at the essential criteria list on the person specification and give as much information as you can, with examples, to show how you meet the criteria.