

Directorate
Engagement

Team
Partnerships & philanthropy

Reporting manager
Head of partnerships, engagement and growth

Direct reports
N/A

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.

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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

You will be approaching companies, across a range of sectors, and designing and securing 6 figure, multi-year, bespoke partnerships and sponsorship opportunities.

You will be working in a successful, engaged and experienced new business team that has grown from raising circa £500k to £2m per year, under the supportive leadership of a Head that has worked at the charity for the last 8 years. You will be managed by the Head, supported by an incredible senior partnerships engagement lead and will get to work alongside a brilliant and passionate partnership engagement manager.

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The team has recently won 6 figure, multi-year, shared purpose partnerships with iconic companies such as Primark, Everyone Active and tombola. These partnerships are not just raising money; they're saving and improving lives. The team has also won the incredibly sought after, and competitive, 7 figure, Omaze campaign twice in the last 4 years, demonstrating the quality of the team's proposals and pitches.

Half of this role will be spent working on an incredibly important and exciting sector for the charity - the life sciences sector. This sector works directly in breast cancer - producing treatment, technology and educating healthcare professionals. It generates upwards of £300k a year for the charity through sponsorship of key healthcare professional events and our award-winning specialist services, supporting both patients and healthcare professionals. This role will manage most of our relationships with life sciences companies, and nurture new relationships. You will spot opportunities for how companies can help us to achieve our new strategy - a new strategy that we will launch at an exclusive event for this sector, this October.

The other half of this role will be securing partnerships with companies that work in a variety of sectors such as, but not limited to, Business Services, Logistics & Utilities and Technology. You can capitalise on the fact that we have recently launched a new strategy and an employee wellbeing product, Breast Smart, that will help employees across the UK. You will also benefit from the recent launch of our Campaign board and the introductions we will be able to secure from these well-connected, influential, board members.

Key tasks and duties

- Proactively submit grants, sponsorship and collaboration opportunities to companies in the life sciences sector. Manage most of Breast Cancer Now's existing strong relationships in the life sciences sector, working closely with Policy, Clinical and Services teams.
- Approach companies in sectors such as, but not limited to, Business Services, Logistics & Utilities and Technology, and work with them to design & secure new multi-year, shared purpose, corporate partnerships that raise £100k+ per annum as well as adding value to the business, charity and people affected by breast cancer.
- Proactively engage companies, at all levels, and build and maintain this relationship through regular, tailored outreach and invites to key events, such as our successful Partnerships Panel event, Lab tours, and our flagship event, The Show.
- Run engaging meetings that excite companies, and well-connected individuals, about the charity and enable you to secure the information you need to design a truly shared purpose, mutually beneficial, bespoke partnership.
- Produce high quality, creative, persuasive, accurate and bespoke approach emails, presentations and proposals.
- Create sector strategies, grounded in data and expertise, that identify how each of your sectors can help people affected by breast cancer and the charity. These strategies will identify the companies within this sector that share our purpose and have capacity to launch a long-term partnership raising £100k+ per annum.
- Secure the intelligence you need for due diligence and meeting preparation from our Intelligence and Experience team.

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- Become an expert in the context in which your top prospects are working, so that the team can look to you for sharing expertise and you can provide high-level briefings for the Head of Corporate Engagement and the Associate Director.
- Work closely with colleagues across the charity throughout the process of securing partnerships, grants and sponsorship. Seek out colleagues' thoughts on ways the company/ sector can add value, invite colleagues to meetings, pitches, secure their input into presentations, proposals, campaign ideas and /or utilize their resource for the content creation of pitches, presentations or films.
- Build partnerships that are sensitive to men and women affected by breast cancer by working with the Clinical team and/or accessing the charity's insight panel of people with a lived experience of breast cancer.
- Maintain an informed, strong and robust pipeline ensuring that the team is on track to achieve the target number of approaches, meetings and proposals each quarter.
- Provide timely and accurate reporting, monitoring and evaluation of all new business activity, including a clear new business pipeline with forecasted incomes. Manage the income of your sectors, liaising with the Head of Corporate Engagement to highlight risk and opportunities.
- Negotiate terms and contracts with new partners to ensure maximum value for the charity.
- Share learnings, connections and build up your fundraising expertise by working closely with colleagues in the Partnerships and Philanthropy team.
- Keep accurate records through files and Breast Cancer Now's database, to collect information for the organization.
- Adhere to Breast Cancer Now's Health, Safety and Wellbeing Policy and Procedure.
- Any other duties that are within the scope and remit of the role and as agreed with your manager.

Person specification

Qualifications and experience

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

	Method of assessment	
	Shortlist	Interview
Significant experience of meeting income targets	X	X
Recently securing multiple 5-figure corporate partnerships, grants and/or sponsorship via formal	X	X

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applications, proposals, and pitches.		
Approaching Director level contacts at businesses, running meetings and designing bespoke proposals on your own initiative.	X	X
Demonstrable experience of working across teams and departments internally to create compelling proposals and reports for funders, as well as growing relationships in innovative ways	X	X
Working on a variety of projects, simultaneously managing a wide range of tasks.	X	X
Working with internal and external contacts, of differing levels of seniority, to identify, secure and grow income.	X	X

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

	Method of assessment	
	Shortlist	Interview
Secured 6/7 figure corporate partnerships, grants and / or sponsorship	X	
Experience working on the Pharmaceutical or Healthcare sector or supporting a company's Corporate Social Responsibility, Marketing and/ or Sales function.	X	

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Excellent written and verbal communication skills, with the ability to communicate and influence a wide range of audiences.	X	X
Excellent interpersonal, networking and relationship building skills, with the ability to confidently and positively represent the charity and manage stakeholders at all levels	X	X
Excellent attention to detail	X	X
Ability to work effectively under pressure, re-prioritise quickly and meet tight deadlines	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
Motivated, flexible and adaptable		x
The ability to think creatively and to develop tailor made proposals to meet your prospect's needs.	X	X

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Resilience: the ability to remain positive and recover quickly from setbacks, keeping problems in perspective and taking a solution focused approach.		X
Teamwork: supporting others generously and challenging constructively if necessary.		X
Experienced in IT (including social media, Microsoft Office, digital fundraising platforms and databases).	X	

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

	Method of assessment	
	Shortlist	Interview
Understanding of breast cancer issues and the ability to deal sensitively and empathetically with these issues in practice	X	

Knowledge

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

	Method of assessment	
	Shortlist	Interview
An understanding of partnership legal requirements and best practice due diligence.	X	X
An understanding of the corporate fundraising sector and the changing demands of partnerships.	X	X
An understanding of the commercial sector and major UK brands, and the ability to demonstrate business acumen in this capacity when talking to contacts.	X	X

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	
A good understanding of the wider fundraising sector	X	

Role information

Key internal working relationships

You'll work closely with the following:

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- Partnerships engagement team - you'll work closely with the head of partnerships engagement and growth, senior partnerships engagement manager and the other partnerships engagement manager.
- High Value directorate – specifically, colleagues within each sub team: account management, new business (partnerships engagement), special events, intelligence & experience and the Associate Director of Partnerships & Philanthropy.
- Research, support and influencing directorate - to harness their expertise, secure information for proposals and signpost to information and services.

Key external working relationships

You'll work closely with the following:

- Companies within your specialist sectors
- Peers in the charity sector for networking and shared experience

General information

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 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.
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

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	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 January 2025