

Directorate

Engagement

Team

High value partnerships & Campaign

Reporting manager

Senior high value events 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 is responsible for the £47m annually we raise today and for the growth to £69m we want to raise annually by 2029/30, 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 2025-30 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 one voice. We will 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 will 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 will 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 will 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 will 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 Engagement directorate, is led by the Chief of Engagement with a leadership team of 4 directors of the following areas:

- Brand, marketing & communications
- Public fundraising & marketing
- High value partnerships and Campaign
- Digital & Data

Job purpose

The high value events function sits within the newly created high value intelligence & experience team, which supports across the high value partnerships & Campaign directorate. 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 first-class high value events opportunities, both income-generating and cultivation & stewardship, has never been more important.

This is a key role in the high value partnerships & Campaign department. It will be responsible for working with the senior high value events manager and high value

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events senior officer to deliver a programme of high-performing income-generating and cultivation & stewardship events that are uniquely Breast Cancer Now and bring our work to life for high value audiences, driving both significant short-term funds and long-term support. This will include brand new events related to our £50 million Campaign, driven by our Campaign Board of influential volunteer advocates.

It will lead and support on key aspects of large-scale high value events, including The Show by Breast Cancer Now and the introduction of a high value fundraising event. The role will also work closely with internal and external stakeholders, to deliver existing opportunities like research tours, as well as corporate events and CEO dinners, ensuring that they are working as hard as they can for the high value audience. It will also work with the insight & experience function to deliver any new, cost-effective opportunities identified from high value insight gathering, as well as with high value fundraisers in the philanthropy & partnerships team to deliver ad-hoc income-generating events with a significant ROI.

Key tasks and duties

Development and delivery of first-class high value events

- Be part of delivering of a programme of high-performing income-generating and cultivation & stewardship events for a high value audience. This includes leading on creating and delivering event concepts, supporting the delivery of larger scale events, working with key internal and external stakeholders, supplier management, event briefings and evaluating the event's impact.
- Work with the insight & experience function to recommend and lead on any new event opportunities to engage with new and existing high value supporters, ensuring opportunities are cost-effectiveness for Breast Cancer Now what success would look like to make this investment worthwhile.
- Lead on the relationship with the Breast Cancer Now Toby Robins Research Centre, building relationships with stakeholders there, including the Centre Manager and key researchers, to effectively deliver recognition, stewardship and cultivation plans, including regular, bespoke and regional research tours that delight, engage and inspire the audience visiting.
- Ensure the opportunities are delivered on time and on budget, with clear and tight objectives and that they are working as hard as possible for the high value audience.
- Develop key external relationships, including high-value supporters, suppliers and event committees, and collaborate with internal stakeholders to ensure smooth event delivery.
- Work outside of normal working hours as necessary, for example to represent Breast Cancer Now throughout the UK, attending evening or weekend events/meetings/conferences throughout the annual programme of activity.
- Be an ambassador at events, supporting the delivery of Breast Cancer Now's vision and ensuring that the charity's profile and reputation are enhanced.

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Supporting the Campaign Board

- Work with the senior high value events manager to support the Campaign board and Campaign team on the delivery of Campaign events, including idea generation to bring the Campaign to life, as needed.

Monitoring and measuring progress

- Introduce a process for how we review, evaluate and develop existing opportunities and develop new ones to ensure they meet the agreed vision and objectives.
- Monitor income and expenditure ensuring each event tracks against budget, including accurate forecasting, invoicing and processing payments.
- Ensure that appropriate and compliant risk assessment, health and safety procedures, protocols and policies are implemented for all high value events.
- Maintain efficient data and administrative processes for high value events, including income tracking and guestlist management on the 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 working within an events team, leading on delivering a range of high value events from start to finish, including income generating events	x	x
Proven experience of event project management, preferably within the charity sector	x	x
Proven experience of successfully building relationships with high value supporters, senior volunteers, event committees and event attendees.	x	x

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Demonstrable experience of managing a demanding and unpredictable workload requiring the ability to respond effectively to sudden developments	x	x
Experience of delivering budgets with the ability to report on Key Performance Indicators (KPIs)	x	x
Experience of managing supplier relationships in a , professional, cost-effective and outcome-orientated way	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience working as a high value fundraiser	x	x
Experience of developing and launching a new event into ; existing calendar of events	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Outstanding interpersonal, networking and relationship building skills	x	x
Excellent organisational and project management skills, with the ability to use own initiative, prioritise and demonstrate a problem-solving approach	x	x
Demonstrable ability to work collaboratively across departmental boundaries to achieve shared organisational goals	x	x
Ability to stay calm and work effectively under pressure, especially in an event context.	x	x
Excellent attention to detail and written communication	x	x
Passionate about high value fundraising and contributing to the growth and development of Breast Cancer Now's fundraising programme	x	x

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

	Method of assessment	
	Shortlist	Interview

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An interest in breast cancer and awareness of the wider issues that cancer can cause	x	x
Demonstrate emotional intelligence when working with people directly affected by breast cancer	X	X

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Knowledge of the latest Health and Safety and Risk Assessment criteria for high value events in the UK	x	x
Knowledge of high value event trends within the charity sector.	x	x

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

	Method of assessment	
	Shortlist	Interview
Experience of working with academic stakeholders and understanding of their work environment.	x	x

Role information

Key internal working relationships

You'll work closely with the following:

- Colleagues within the High value partnerships & Campaign department
- Ambassadors, talent & case studies team (sitting in the Brand, marketing & communications department)
- CEO, Senior Leadership Team and Trustees
- Finance/Legal
- Brand, marketing and communications department

Key external working relationships

You'll work closely with the following:

- The Breast Cancer Now Toby Robins Research Centre
- Campaign Board, influential volunteer advocates and committee members
- High value partners
- Agencies, partners and suppliers

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- Breast Cancer Now Researchers and Scientists and Nurses

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)
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.

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