

Senior high value insight & experience manager



Directorate
Engagement

Team
High value partnerships and campaign

Reporting manager
Head of high value intelligence and experience

Direct reports
High value partnerships executive

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.

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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.

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 insight & experience 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 dynamic insight gathering from across the high value portfolio, as well as first-class

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partner experience opportunities that delight, engage and inspire, have never been more important.

This is a key role in the High value partnerships & Campaign department. It will be responsible for developing a process of consistent and dynamic insight gathering from our high value partners and prospects, as well as working with the ambassadors team in brand & communications to do the same for their audience, to understand how Breast Cancer Now can best delight, engage and inspire these highly valued stakeholders to keep supporting.

It will work closely with stakeholders across the high value teams, brand, marketing & communications, and wider organisation to shape, develop and articulate compelling high value propositions that translate Breast Cancer Now's five-year strategy, outside of the Campaign, into high value partner-facing opportunities that are just as attractive and align with donor interests.

It will lead on the creation of a 'shelf' of cultivation and stewardship opportunities for relationship managers to pick and choose from, including propositions, events and materials that have impact at their heart and effectively showcase Breast Cancer Now as the go-to charity for those wanting to make a deep impact in breast cancer. It will also work closely with the high value events team on the creation of a new long-term high value events strategy, ensuring that every opportunity already existing works as hard as it can for the high value audience and that gaps based on the insight gathered are filled through developing new cost-effective opportunities.

It will lead on a robust recognition framework and the development of opportunities to ensure that supporters of both the Campaign and Breast Cancer Now as a whole are appropriately thanked and recognised for the long-term, working across the organisation and with external partners, such as the Breast Cancer Now Toby Robins Research Centre, to make this happen.

Key tasks and duties

Vision, strategy and insight gathering.

- Lead on a vision for how high value prospects and partners should experience Breast Cancer Now over the long-term and a strategy for how cultivation, stewardship and recognition will support this, including introducing a process for how we review, evaluate and develop existing opportunities and develop new ones to ensure they meet this vision.
- Work across the high value department to deliver the vision and strategy, alongside the ambassadors team in the brand, marketing & communications department.
- Develop and deliver a process of consistent and dynamic insight gathering from high value partners and prospects. And work with the ambassadors team to do the same for their audience.
- Work collaboratively with the Senior High Value Events Manager on the creation of a new long-term growth strategy for high value events, that is rooted in insight from a

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high value audience.

- Support relationship managers as needed to act on this insight.

Delivery of first-class partner experience, based on insight

- Working across high value and the wider organisation, and with support from the head of high value intelligence & experience; shape, develop and articulate compelling high value propositions that translate Breast Cancer Now's five-year strategy, outside of the Campaign, into high value partner-facing opportunities that are just as attractive and align with donor interests.
- Lead on scoping, planning and delivering a 'shelf' of cultivation and stewardship opportunities, including propositions and materials (in conjunction with the brand & communications department), that effectively engage high value prospects to partner with us and existing partners to keep doing so.
- Recommend how existing materials and tools could be used in a cultivation & stewardship context, for example the charity's podcast, brand & communications 'fame shots' and live social streams.
- Work closely with the high value events team to ensure that our existing events form part of this shelf and are working hard enough based on the insight gathered. Share where there are gaps in our programme and work with the high value events team to jointly-propose new cost-effective opportunities to fill them.
- Chair the restricted funding group across high value to ensure that high value partners are matched with the right proposition or project, alongside working closely across the organisation to share plans at the earliest opportunity, acting as a bridge between teams.

Development and delivery of best-in-class recognition

- Lead on a robust, sustainable recognition framework to ensure that supporters of both the Campaign and Breast Cancer Now as a whole are appropriately thanked and recognised for the long-term.
- Work closely across the organisation and with external partners like the Breast Cancer Now Toby Robins Research Centre to effectively deliver the recognition, stewardship and cultivation plans.

Monitoring and measuring progress

- Develop a system of key performance indicators to monitor and measure effectiveness of the high value experience programme.
- Create and monitor experience budgets, producing reports that demonstrate effectiveness and ROI, including recommendations to ensure they are working as hard as possible, working with the high value events team, as needed.

Leadership

- Bring out the best in the high value insight & experience executive, supporting them

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to work effectively across the department and prioritising their time

- Embed a high-performance culture across your function and work brilliantly with the other senior managers in the intelligence & experience team (prospect research and events) to collectively recommend solutions and opportunities to the head of the team

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
Significant understanding and experience of high value fundraising, whether corporate partnerships, trusts or philanthropy, and especially what makes an inspiring proposition for a donor, as well as the tools/materials fundraisers need to bring this to life	x	x
Experience of case for support development for a high value audience	x	x
Experience in supporter journeys and using insight to develop and deliver new opportunities for donors that delight, engage and inspire	x	x
Experience in bringing the work of a charity to life for donors through experiential tools and events	x	x
Proven experience of project management	x	x
Experience of working with multiple varied stakeholders, distilling insight from varied sources and turning this into action	x	x
Experience of creating, monitoring and delivering frameworks for success and the ability to create and report on Key Performance Indicators (KPIs)	x	x
Demonstrable experience of managing a demanding and unpredictable workload requiring the ability to respond effectively to sudden developments	x	x

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Existing experience of line-management	x	x
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It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience working as a high value fundraiser		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
Strategic and analytical thinking and skills	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	x	x
Excellent attention to detail	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
An interest in breast cancer and awareness of the wider issues that cancer can cause	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 & communications department)
- CEO, Senior Leadership Team and Trustees
- Finance/Legal

Key external working relationships

You'll work closely with the following:

- Campaign Board and senior volunteers
- High value partners
- The Breast Cancer Now Toby Robins Research Centre
- Agencies, partners and suppliers
- 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 6 th floor, 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

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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.

June 2025

Job description dated May 2025

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