

Senior partnership manager – People's Postcode Lottery



Directorate
Engagement

Team
High value operations & experience

Reporting manager
Head of principal partnerships

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.

To do this we will:

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- 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 senior partnership manager for People's Postcode Lottery and the Postcode Care Trust plays a pivotal role in achieving Breast Cancer Now's ambitious goals over the next five years. This role sets the tone for how we deliver best in sector partnerships, maximising opportunities to raise seven figure sums annually to support people affected by breast cancer, whilst also exploring opportunities to raise awareness, reach new audiences, share expertise and much more.

Moreover, this post holder will demonstrate a masterclass in stewardship at the highest level, ensuring People's Postcode Lottery and the Postcode Care Trust, our highest ever

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value charitable trust partnership, remain engaged, delighted and committed to support Breast Cancer Now's 2050 vision.

Key tasks and duties

Partnership management and growth:

This role will -

- Report directly to the head of principal partnerships and is responsible for managing our key long term and highly impactful partnership with People's Postcode Lottery, raising £2.5m
- Create a tailored long-term plan which drives income, engagement and strategic support for the sustainable future of the partnership. This will be based on a real understanding of the PPL operating model and a knowledge of the external landscape, whilst also ensuring internal and external dependencies are factored into partnership planning
- Develop a keen understanding of People's Postcode Lottery player base, including motivations for playing and the role supported charities can play in new player acquisition and retention
- Act as the day-to-day contact, autonomously providing first-class partnership management
- Build strong working relationships internally and externally (People's Postcode Lottery and the Postcode Care Trust) to support the effective delivery of the partnership
- Work collaboratively with colleagues in the research, support and influencing directorate to identify compelling areas of our work around which appealing propositions for funding can be developed, alongside opportunities to engage and share impact of the funding with People's Postcode Lottery players
- With a focus on our organisational vision and impact, develop and write an engaging annual proposal for funding that will inspire the People's Postcode Lottery's renewed financial support through the Postcode Care Trust (£2.5m regular award grant)
- Proactively identify opportunities to increase partnership outputs (financial or strategic) which build on Breast Cancer Now's 2025 strategy
- To become an expert in the context in which People's Postcode Lottery are working, as well as legal best practice
- Support the new business team in their application for the Dream Fund

Communication & stewardship:

- Work alongside the marketing & communications manager, dedicated to People's Postcode Lottery, to deliver an ambitious annual comms calendar which delivers on Breast Cancer Now and People's Postcode Lottery's strategic objectives, including how we engage with People's Postcode Lottery players
- Build effective relationships with People's Postcode Lottery communications and social media teams to seize new opportunities and build on existing shared comms highlights
- Create an annual stewardship and stakeholder management plan that reflects the transformational nature of this partnership. Recognising, engaging and inspiring People's Postcode Lottery, using tried and tested stewardship approaches, plus thinking outside the box to deliver new innovative engagement opportunities. Specifically identifying opportunities for project visits and in person engagement
- Build a strong internal profile to influence key stakeholders and utilise their expertise to support the partnership
- Represent Breast Cancer Now to external audiences

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Measuring & reporting progress

- Ensure effective monitoring and reporting against agreed 'use of funds', ensuring that we continue to meet, and exceed, their expectations.
- Set clear partnership KPIs and monitoring framework to be reported regularly to the head of principal partnerships
- Provide regular high-level briefings for the High value leadership team, Senior Leadership Team (SLT) and Trustees, as needed
- Responsible for overseeing and managing a seven figure budget, including setting budgets, managing expenditure and reforecasting.
- To ensure accurate records are kept through Breast Cancer Now's Unity database, in accordance with Breast Cancer Now's data protection policy, and to support our strategy to have a single supporter view.

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
Evidence of exceeding income targets, including securing or managing 6-7 figure donations/gifts from donors or partners	x	x
Experience of delivering against an ambitious partnership strategy with multiple strands	x	x
Demonstrable experience of working across teams and departments internally to create proposals and reports for donors and/or partners	x	x
Experience of identifying, developing and packaging fundraise projects including creating budgets	x	x
Proven experience of first-class relationship management and stewardship to deliver maximum mutual benefit	x	x
Experience of managing income and expenditure budgets including regular reporting	x	
Experience working effectively with communication and marketing stakeholders to deliver a comms strategy	x	x
Experiencing of delivering a stewardship and stakeholder management plan which inspires, delights and engages	x	x

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

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	Method of assessment	
	Shortlist	Interview
Good understanding of scientific/medical research	x	
Experience of setting ambitious partnership strategies	x	x

Skills and attributes

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

	Method of assessment	
	Shortlist	Interview
Outstanding written and verbal communication skills, with ability to communicate effectively with a wide range of people	x	x
Excellent interpersonal, networking and relationship building skills, with the ability to confidently and positively represent the charity	x	x
A creative and flexible approach with a problem-solving 'can-do' attitude	x	x
Ability to manage several projects simultaneously, prioritise own workload, meet deadlines and manage tight timescales through rigorous organisational and administrative skills	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		
Tenacity and resourcefulness in achieving goals and targets		

Knowledge

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

	Method of assessment	
	Shortlist	Interview
Understanding of current legislation, policies and issues	x	

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affecting Trusts and Statutory fundraising and the charity sector as a whole, including GDPR		
Extensive knowledge of the charitable trust / foundation marketplace, environmental trends, competitor awareness and potential issues that may arise	x	
Strong understanding of holistic approaches to partnership with the ability to identify, scope and deliver strategic opportunities of mutual benefit	x	
A good understanding of the wider fundraising sector	x	
Good understanding of communication and marketing principles	x	

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

	Method of assessment	
	Shortlist	Interview

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Role information

Key internal working relationships

You'll work closely with the following:

- High Value Partnerships & Campaign department
- Brand Marketing and Communications department
- Research, Support & Influencing directorate
- Support directorate

Key external working relationships

You'll work closely with the following:

- People's Postcode Lottery
- Postcode Care Trust

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
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.

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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.

Job description dated March 2025

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