

Senior philanthropy & principal gifts manager

Directorate

Engagement

Team

High value partnerships & Campaign

Reporting manager

Head of philanthropy and principal gifts

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

This new role of philanthropy & principal gifts senior manager sits within the newly created philanthropy & partnerships team as part of 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 securing major and principal level philanthropic support for Breast Cancer Now has never been more important.

This critical role is responsible for cultivating and stewarding relationships with ultra-high and high-net-worth individuals, transforming their support into significant

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gifts (6-7+ figures) to Breast Cancer Now. Where family foundations are the route for these individuals to give, this role will also cultivate and steward these opportunities.

Reporting to the head of philanthropy and principal gifts, 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.

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 6-7 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.

In addition to individual relationship management, the senior philanthropy & principal gifts manager will help to shape donor engagement strategies, deliver bespoke stewardship experiences and support Campaign Board members in their peer-to-peer fundraising. This role requires a proactive supporter-led and centred approach, entrepreneurial spirit and a proven track record of delivering 6-7 figure significant philanthropic gifts, as well as a high level of collaboration with internal and external stakeholders.

Key tasks and duties

Principal gift development

- Identify, cultivate and steward a portfolio of new ultra-high and high-net-worth prospects, building robust long-term relationships and securing multi-year six and seven figure gifts.
- 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 principal gift opportunity.
- Work closely with the high value leadership team, including head of philanthropy and principal gifts, as well as the CEO and senior leadership team and the Chair of the Campaign board, to support strategic and impactful donor engagement.
- With support of the high value intelligence & experience 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.

Campaign and senior volunteer engagement

- Support the Campaign by cultivating ultra-high and 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

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- 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.
- Support the Associate director of Campaign and Head of philanthropy and principal gifts to enable Campaign Board members to fundraise, including working with the prospect research function on briefing and relationship mapping, and the high value events team on event delivery, personally ensuring timely and impactful event follow-up to maximise momentum
- Collaborate with the Associate director of Campaign and the insight & experience function to ensure coordinated high-impact donor and senior volunteer engagement
- Ensure that Campaign messaging and opportunities are integrated into donor conversations and solicitation strategies
- 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.
- 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

- 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.
- Contribute to a high performance, collaborative culture within Philanthropy and wider High Value Partnerships and Campaign department.

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
<ul style="list-style-type: none">• Proven experience in major donor fundraising, with a strong track record of securing six and seven figure gifts.• Strong strategic thinking and the proven experience of designing and delivering donor engagement plans that lead to principal gift level giving.• Proven experience of working with senior volunteers, or fundraising boards to support relationship building and solicitation.• Strong understanding of the UK philanthropy landscape and donor motivations.• Experience working across departments to develop and deliver donor engagement strategies.	X	X
	X	X
	X	X
	X	X
	X	X
	x	x

It's desirable for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience of international fundraising		x

Skills and attributes

It's essential for you to have the following:

	Method of assessment	
	Shortlist	Interview
<ul style="list-style-type: none">• Excellent interpersonal and relationship-building skills with the ability to engage high-level donors confidently and effectively.• Exceptional written and verbal communication skills, including proposal writing and donor-facing presentations.	X	X
	X	X

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<ul style="list-style-type: none"> • Strategic and organised, with the ability to manage multiple priorities and deadlines. • Resilient, results-driven, with a commitment to delivering against income and engagement targets. • Entrepreneurial, collaborative, and highly motivated with a commitment to delivering impact through philanthropy 	X	X
	X	X
	x	x

It's desirable for you to have the following:

	Method of assessment	
	Shortlist	Interview
<ul style="list-style-type: none"> • Experience supporting a major campaign or appeal 		X

Role information

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:

- Campaign Board and senior volunteers
- High value partners
- 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

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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.

Job description dated June 2025