

Job Description

Our charity

We're Breast Cancer Now, the charity that's steered by world-class research and powered by life-changing care. We're here for anyone affected by breast cancer, the whole way through, providing support for today and hope for the future.

If we all act now, by 2050, we believe everyone who develops breast cancer will live and have access to the care to live well.

Job title	Community Fundraising Manager, Scotland
Directorate	Fundraising, Communications and Engagement
Team	Regional Community Fundraising
Job title of reporting manager	Senior Regional Community Fundraising Manager
Job title(s) of direct reports	None
Document created (Month and Year)	May 2022

Overview of directorate

The Fundraising, Communications & Engagement Directorate at Breast Cancer Now has overall responsibility for communicating, engaging, and fundraising to key audiences across a range of channels. The Directorate leads on communicating the charity, its work and impact, to all those affected by the disease; their friends and family, and those audiences key to delivering impact. It provides high-quality, engaging information and communications about breast cancer and ways to engage with Breast Cancer Now.

The team leverages the strength of its bold brand, reputation, and cause to create compelling ways by which people can engage with and financially support Breast Cancer Now's work. The Directorate is led by patient voices from all parts of the population and champions their views and needs across a range of communications and platforms. The Directorate uses digital channels innovatively and effectively to drive effective service delivery, deliver information, and drive engagement and fundraising with supporters and partners.

The Directorate is responsible for delivering £42M gross income for the charity to continue its critical work to provide support for today and hope for tomorrow through a wide range of fundraising activities.

The Directorate works collaboratively with the public, patients, supporters, partners, influencers, celebrity scientists and healthcare professionals to develop communications, information and fundraising that builds awareness, trust, loyalty, passion, affinity, and influence.

The Directorate is responsible for the following key areas:

- Brand, Marketing & Communications
- Digital & Strategic Insight
- Press, PR & Celebrity
- Individual Giving & Supporter Operations
- Community & Events
- Corporate Partnerships
- Philanthropy & Special Events

All members of the Directorate work closely with the Services, Clinical, Research & Policy Directorate to understand the crucial work Breast Cancer Now does and to promote and amplify it widely, to drive more support and engagement for its continuation across key stakeholders.

Job purpose

To maximise net income from developing long term, high value relationships with a portfolio of community supporters across Scotland.

Key tasks and duties

- Nurture and grow new income from an existing portfolio of supporters across Scotland, mostly Glasgow and Edinburgh. These include, Community Fundraising Volunteers, (groups and individuals), in aid of high value supporters, local companies and clubs and societies. We encourage as many face to face meetings as possible.
- Build deep and long-lasting relationships with all the supporters in your portfolio, always looking for ways to improve relationships and increase engagement and income.
- Develop and deploy tailored stewardship plans for existing and new supporters, to maximise all the ways the supporter can help Breast Cancer Now and build a long-term holistic relationship with them.
- Engage, recruit and steward companies and teams of cyclists to our two bike challenge events; Tour de Law and Ride Now.
- Asking for referrals is a key tactic for income growth in our team and we do this with our existing supporters, employing an entrepreneurial spirit.
- Achieve fundraising income targets and deliver KPI's in line with those agreed with the Senior Regional Community Fundraising Manager
- Produce regular budget projections and pipeline of income versus target for the role's portfolio of supporters in conjunction with the Senior Regional Community Fundraising Manager including recommendations for corrective action as required.
- Build relationships at all levels internally, particularly working with colleagues in the regional offices to ensure the work of the Community and Events Fundraising Team is understood and

supported by other teams and work actively with other colleagues to deliver wider organisational goals.

- Ensure that own time and interactions are managed most effectively for the greatest organisational return.
- Ensure all fundraising activity is carried out in adherence with charity law, regulations, and Breast Cancer Now's best practice standards.
- Be an ambassador at events in venues across the region or nation and support volunteers, to deliver Breast Cancer Now's vision and key messages, ensuring that the charities profile and reputation are enhanced.
- Be prepared for regular travel within your region, work outside of usual hours (Monday – Friday 9am – 5pm) to support activity and more occasionally, travel to London Head Office to attend meetings and conferences.
- To adhere to Breast Cancer Now's Health, Safety and Wellbeing Policy and Procedure.
- To undertake any other duties that are within the scope and remit of the role and as agreed with your manager.
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Person Specification

Qualifications and Experience

It is **essential** for you to have the following qualifications and experience:

- Demonstrable substantial experience of successfully working with high value and complex supporters to develop long term relationships and maximise funds raised.
- Demonstrable experience of proactively spotting fundraising opportunities and delivering growth either through a community, major giving or corporate background.
- Demonstrable experience of successfully leading face to face and phone meetings with supporters to build relationships and grow income.
- Demonstrable experience of working with and presenting to supporters of all types (from Chief Executives, event committees, clubs and societies and local companies) to retain, grow and secure their long-term support.
- Demonstrable experience of strategy, KPI, and budget development and their delivery.
- Demonstrable experience of working remotely or autonomously towards a shared strategy and objectives.
- Proactive working knowledge of relationship management databases.

Skills and Attributes

It is **essential** for you to have the following skills and attributes:

- Drive, enthusiasm and determination to deliver targets and can deal positively with setbacks, and be able to identify and implement solutions to difficulties
- The ability to be diplomatic and assertive in view of achieving the best outcomes for the charity
- The ability to sell; an excellent influencer and negotiator who can develop long lasting working relationships and inspire confidence
- Commitment to the very highest standards of volunteer and supporter care
- Excellent verbal communication skills
- Excellent written skills with attention to detail
- Ability to liaise with and gain the trust and respect of a wide range of people at all levels with focus on volunteers and supporters
- Excellent time management and organisational skills with the ability to plan and prioritise work; handle conflicting demands, manage a wide range of projects and meet tight deadlines
- Highly motivated with the ability to take the initiative on implementing and advancing community plans

Role Information

Key internal working relationships

You will work closely with the following:

- Colleagues within the Fundraising, Communications and Engagement Directorate
- Colleagues within the Community Fundraising team
- Colleagues within regional offices
- Colleagues at all levels across Brand, Digital and Data teams

Key external working relationships

You will work closely with the following:

- A broad range of supporters made up of individuals, groups and local companies
- Professional fundraising networks and wider charity networks

General information

Location of role	<p>This role is based in our Glasgow office. However, in line with our hybrid working practice, full-time staff members may choose to work up to three days per week from home. The other days will be primarily based in:</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB</p>
Hours of work	35 per week, Monday to Friday
Contract type	12 month fixed term contract
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 are no alternatives.
Conflict of interests	You will be obliged to devote your full attention and ability to your paid duties. You should not 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 should not have any restrictions on your eligibility to indefinitely work or reside in the UK.