Assistant Director of Corporate Engagement and Partnerships

Applicant Information Pack

June 2017

Breast Cancer Now is the UK’s largest breast cancer charity, created by the merger of Breast Cancer Campaign and Breakthrough Breast Cancer
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Dear applicant

Assistant Director of Corporate Engagement and Partnerships

I am delighted at your interest in the role of Assistant Director of Corporate Engagement and Partnerships at Breast Cancer Now, the largest breast cancer charity in the UK.

Two years post-merger it continues to be an exciting time for Breast Cancer Now as we embark on our new five-year Strategy, which furthers our journey towards achieving our vision that by 2050, everyone who develops breast cancer will live – and live well.

Our Corporate Fundraising programme is highly successful, raising over £7.4m per annum, with flagship partnerships such as M&S, Asda, Avon, Debenhams and EDF Energy. In addition the team works closely with colleagues in our Research Directorate to deliver a £15m five year partnership with Pfizer. The team develops and runs a large portfolio of cause related marketing initiatives such as the sector leading Fashion Targets Breast Cancer, a fundraising campaign with a 21 year legacy of strong brand and celebrity support and which continues to generate over £900k per annum. Excitingly and despite this large portfolio, we still have great potential to grow.

With increasing brand awareness and a new organisational strategy offering a range of projects to fundraise for, we have a great opportunity to win and deliver significant income growth from the corporate sector.

I’m really excited about the fantastic fundraising opportunity we have at Breast Cancer Now and the huge untapped potential of our current and new supporters. The charity can make breast cancer a survivable disease and needs us as Fundraisers to leverage the power of our cause, brand and supporters to make this happen.

The Fundraising team has the full support of Breast Cancer Now’s Trustees, our Chief Executive, senior staff and colleagues who are all committed to helping us grow income to deliver the organisation’s vision.

We take a relationship fundraising approach, looking to develop long term, holistic relationships with supporters, maximising all the ways they can help – giving or raising money, volunteering, campaigning or helping share awareness messages.
I’m passionate about staff learning and development, and have put in place a programme of bespoke training, coaching, mentoring and networking to enable everyone in Breast Cancer Now’s Fundraising and Corporate Engagement Directorate to build their career with us and develop the skills and expertise needed to be exceptional, successful fundraisers.

I do hope the information provided in this pack encourages you to apply for the role. If before you do you require further information, please do not hesitate to contact Martin Margrie, HR Business Partner martin.margrie@breastcancernow.org and Martin will be happy to help you.

You are kindly asked to submit your current CV and supporting statement to recruitment@breastcancernow.org by 16 July 2017. The selection process will be held in London on 21 July 2017.

We’re looking for driven and enthusiastic people with great relationship building skills and a passion for fundraising. The Assistant Director of Corporate Engagement and Partnerships role is a great opportunity for an ambitious and passionate fundraiser to make a real difference, driving growth and development in a team which is already highly successful.

The video below shows why the money we raise is so important. I hope you’ll want to be part of it. https://www.youtube.com/watch?v=mc5xpljdmDo

Best wishes

Catherine Miles
Director of Fundraising and Supporter Engagement
Breast Cancer Now – An Overview of the Charity

We’re Breast Cancer Now, the UK’s largest breast cancer charity. Established in April 2015 following the merger of Breast Cancer Campaign and Breakthrough Breast Cancer we have an annual turnover of £27.6 million and a headcount of 165. We are based in London with offices in Edinburgh and operate across the UK. We also fund research in Ireland and have just opened a grant round to main land Europe. We bring together patients and supporters with researchers and healthcare professionals and everyone else affected by the disease to fund world-class research and drive progress in the prevention, detection and treatment of breast cancer. To do this we:

- Support nearly 400 of the UK and Ireland’s brightest researchers;
- Promote public health awareness campaigns that reach millions;
- Develop and deliver hard-hitting policy work and campaigning on behalf of patients and their families;
- Raise valuable income through our fundraising teams to ensure our work continues.

Right now breast cancer is at a tipping point. More women are surviving, but more are being diagnosed than ever before. One in eight women in the UK will face breast cancer in their lifetime and every 45 minutes, another woman dies from the disease.

Our cutting-edge research is focused entirely on breast cancer and we believe that if we all act now, by 2050, no one who develops breast cancer will die from it. But we’ll only reach that point by working in a new, collaborative way. Right now, we’re funding over £26 million worth of ground-breaking research projects, supporting nearly 400 of the world’s brightest researchers at more than 30 institutions across the UK and Ireland. Together, they’re working to discover how to prevent breast cancer, how to detect it earlier and how to treat it effectively at every stage so we can stop the disease taking lives. We’re also committed to nurturing talent and encouraging potential by championing PhD students and those at the start of their breast cancer research careers. It means we’re combining prestige with pioneer, expert with innovator, to tackle the disease from all angles. It means we’ll always stay one step ahead.

Our Research Centre in London established in partnership with the Institute of Cancer Research, the first of its kind in the UK, houses over 100 researchers across eight multidisciplinary teams. For every £1 we invest in research at the Research Centre, our researchers bring in another £2.
Our Tissue Bank opened in 2012 as the UK’s first ever national breast cancer tissue bank. It currently makes tens of thousands samples from patients available to researchers across the UK and Ireland. These samples are vital to helping our researchers understand in exact detail how breast cancer develops and interacts with surrounding tissues in the body.

But research on its own isn’t enough. Everything we do is rooted in the realities of women and men affected by breast cancer. We’re the catalyst that connects the laboratory bench with the hospital bedside, the GP’s office, the MP’s surgery and the policies that govern our health service. And it’s only by working together that we’ll truly make an impact on this devastating disease.

Every aspect of our work supports our aim to end this disease’s power over our lives. Through our policy work, we take the discoveries we make in the lab and work tirelessly to make sure that progress improves the lives of everyone affected by breast cancer – whether that’s campaigning for an innovative new treatment to be made available on the NHS or promoting proven ways to reduce the risk of the disease in public health messaging.

Our campaigns make the voices of patients and their families heard. We work with the health service to champion patients’ needs and improve the services they’re offered. Our effective public health campaigns are designed to give everyone impartial, evidenced information about breast cancer, its treatments, the signs and symptoms, and the risk factors for the disease. By arming women with the facts, we empower them to take action.

If we all act now, we believe that by 2050 everyone who develops breast cancer will live and live well. We need to invest at least £300 million in research over the next 10 years if we’re to achieve these ambitious goals.

Corporate Engagement and Partnerships – The Structure

- Assistant Director of Corporate Engagement and Partnerships
  - Head of Corporate Engagement
    - Corporate Engagement Manager
    - Corporate Engagement Manager
  - Head of Corporate Partnerships
    - Corporate Partnerships Manager
    - Corporate Partnerships Manager (M&S)
    - Corporate Partnerships Manager (Asda)
  - FTBC Manager
  - Corporate Development Specialist
  - Corporate Partnerships Manager
    - Corporate Partnerships Officer
    - Corporate Partnerships Officer
We’re Breast Cancer Now, the UK’s largest breast cancer charity – and we’re dedicated to funding research into this devastating disease. We believe that if we all act now, by 2050, everyone who develops breast cancer will live.

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<thead>
<tr>
<th>Role title</th>
<th>Assistant Director, Corporate Engagement and Partnerships</th>
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<tr>
<td>Directorate</td>
<td>Fundraising and Supporter Engagement</td>
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<td>Reports to</td>
<td>Director of Fundraising and Supporter Engagement</td>
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<td>Direct reports</td>
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**Overview of directorate**

**Background**

The Fundraising and Supporter Engagement Directorate is responsible for engaging new and existing supporters and building relationships with them to enable us to provide the growing income Breast Cancer Now needs to deliver its vision of no one dying of breast cancer by 2050. We look to develop long term, holistic relationships with supporters, maximising all the ways they can help – giving or raising money, volunteering, campaigning or helping share awareness messages.

This is an exciting time to join Breast Cancer Now. Formed in 2015 from the merger of Breakthrough Breast Cancer and Breast Cancer Campaign, we are the UK’s largest breast cancer research charity. We fund the brightest minds to discover how to prevent breast cancer, how to detect it earlier and how to treat it effectively at every stage. With 50,000 women diagnosed with breast cancer every year, and over 11,500 women dying from the disease, we urgently need to raise more money to save lives.
More information on our research can be found at www.breastcancernow.org The Fundraising and Supporter Engagement Directorate raises over £27m per annum, but we need to grow income significantly over the next five years in order to fund the scientific breakthroughs that will make breast cancer a survivable disease. The Corporate team will play a pivotal role in this income growth. The Assistant Director role is an exciting opportunity to lead a team which has two of the largest partnerships in the charity sector, and delivers over £7.4m income per annum with the potential grow further.

**The Corporate Engagement and Partnerships team**

The team is divided into a Corporate Engagement team of 3 which targets and develops new business opportunities; a Corporate Partnerships team of 9 which account manage and deliver our portfolio of large existing corporate partnerships; and Fashion Targets Breast Cancer, the leading fashion retailer CRM campaign which generates over £900k per annum. We are fortunate to benefit from two of the largest partnerships in the retail sector; M&S committed to raising £13m over 5 years funding breast cancer prevention work and Asda raising £2.5m per year as part of our Tickled Pink partnership with Breast Cancer Care. We also have six figure partnerships with Debenhams, Avon, ghd EDF and River Island.

In total the Corporate Engagement and Partnerships team will raise £7.7m in 2017/2018, with strong potential to grow income further in future years. We have growing brand awareness, an emotive cause and a strong portfolio of life-changing research to fundraise for. As a result we have huge potential to grow corporate income in future years and become an even more successful corporate team. Our approach is to bring on board and develop long term, multi-faceted strategic partnerships, which deliver clear mutual business benefits and maximize all the ways partners can help Breast Cancer Now.

**Purpose of the role**

To maximise net income and brand awareness from corporate partners and CRM campaigns to enable Breast Cancer Now to deliver its vision of making breast cancer a survivable disease by 2050.

**Key accountabilities**

- To devise and implement Breast Cancer Now’s Corporate Engagement strategy and budgets to meet and exceed growing net income budgets.

- Working with the Head of Corporate Partnerships, to ensure Breast Cancer Now’s account management strategy delivers excellent support for corporate partners, maximising the business benefits to them and the financial and non-financial benefits of the partnership to Breast Cancer Now.
• Be the senior sponsor for and oversee the effective evolution, project management and delivery of the annual Fashion Targets Breast Cancer fundraising campaign, working closely with colleagues to deliver growth in income, engagement and profile from new and existing partners.

• Working with the Head of Corporate Engagement, to ensure Breast Cancer Now’s corporate new business strategy and pipeline reflects best practice and meets productivity and success rate KPI’s.

• To lead on selected high value relationships, including pitching and negotiating with new and existing supporters.

• To provide strong leadership and line management, ensuring all activity is in line with organisational strategic priorities and that the team model Breast Cancer Now’s values and the behaviours expected of them.

• To drive the development of corporate propositions and corporate offerings for new and existing partners.

• To adopt and encourage an innovative approach to corporate fundraising, ensuring products evolve and new opportunities are seized upon in order to maximize income and impact.

• To ensure new and existing corporate partnerships deliver the widest possible organisational benefits, including growing brand awareness and social media engagement, promoting public health messages and volunteering opportunities, actively cross selling fundraising products, challenge and special events opportunities and identifying major donor prospects amongst corporate contacts.

• To develop corporate propositions and proposals for prospects identified for the Corporate by other parts of the Fundraising and Supporter Engagement Directorate.

• To oversee the selection and management of agencies working on CRM and awareness campaigns with Breast Cancer Now corporate partners.

• Any other duties as directed by and agreed with line manager

**General responsibilities**

• Monitor and manage the team’s budgets on a monthly, quarterly and annual basis, including proposing alternative plans and activities when performance is not on track and develop business cases for investment when necessary.

• Build effective internal relationships at all levels to ensure the work of the Corporate Engagement and Partnerships team is understood is actively supported and maximised by other teams and ensure that you and your team work actively with other colleagues and wider organisational goals.
• As a member of Breast Cancer Now’s Wider Leadership Team (WLT), actively contribute to the wider charity’s strategy and development and lead or participate in cross organizational projects as appropriate.
• Ensure that organisationally we are maximising our interactions most effectively for the greatest return.
• To maintain an expert knowledge of best practice and trends in corporate fundraising, including networking within the charity sector as appropriate.
• Be an ambassador at events, supporting the delivery of Breast Cancer Now’s vision and ensuring that the charities profile and reputation are enhanced.
• To ensure all of the Corporate Engagement and Partnerships team’s activities comply with Breast Cancer Now’s fundraising law and regulations.
Person Specification

Experience

We would like you to have the following experience:

- Demonstrable successful track record of developing and implementing fundraising strategies to grow income from corporate partners, including winning and delivering multi-faceted, multiyear strategic partnerships
- Demonstrable expert knowledge of best practice in winning corporate new business and delivering corporate account management which maximises all the opportunities from corporate partners
- Demonstrable expert knowledge of all elements of corporate partnerships including CRM, sponsorship, employee fundraising, gift in kind and restricted funding.
- Demonstrable experience of successfully building relationships with key stakeholders in corporate partners to uplift and add value to the partnership
- Experience of leading and delivering successful large scale public facing marketing campaigns, including managing internal stakeholders and agencies
- Proven experience of meeting and exceeding growing team income targets
- Demonstrable experience of managing and developing teams
- Demonstrable experience of working across teams and departments internally to create funding propositions and benefits packages, as well as growing relationships in innovative ways
- Understanding of how to develop and deliver wider organisational benefits from corporate partnerships including brand building, promoting awareness messages, securing volunteering opportunities.

Skills

We would like you to have:

- Excellent interpersonal, networking and relationship building skills, with the ability to comfortably represent the charity to high level stakeholders, Trustees, the Chief Executive and Directors
- Excellent leadership and management skills with the ability to develop teams

Attributes

We would like you to have:

- Creative thinking and problem solving ability to take fresh approaches to situations
- The ability to inspire and lead a multi-function team and contribute to the wider organisational strategy and development
- Proven ability to construct single and multi-year budgets and produce regular monitoring and analysis reports with recommendations for corrective action as appropriate
• Ability to stay calm and work effectively under pressure
• Complete commitment to relationship fundraising as an approach
• Complete commitment to working collaboratively with colleagues and managing your team to deliver the best outcome for the organisation and the supporter
• Drive, energy and resilience to grow your team and programme
• Ambition for self and charity with a passion for fundraising and a commitment to your own personal development
• The ability to be flexible, diplomatic, assertive with good negotiating skills
Role Information

Key internal relationships

- Director of Fundraising and Supporter Engagement
- Wider Leadership Team (Directors, Chief Executive, other Associate Directors and Heads of team)
- Wider organisation

Key external relationships

- Senior contacts in major companies
- Key contacts at partner charities
- Fundraising networks and wider charity networks

Other information

<p>| Number of colleagues in the directorate | 73 |
| Number of colleagues in the team       | 15 |
| Budget/income targets (If applicable)   | £7.75m in 17/18; £1m expenditure |
| Location of role                       | Ibex House, 42-47 Minories, London EC3N 1DY |
| Hours of work                         | 35 per week, Monday to Friday with the expectation of working out of hours as required for delivering the role. For example community group evening meetings, breakfast meetings, weekend challenge event activities etc. |
| Contract type                          | Permanent |
| Appointment subject to                 | Two satisfactory references Medical clearance Three months probationary period |</p>
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<tr>
<th><strong>Salary range</strong></th>
<th>£55,000 to £65,000 per annum</th>
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| **Pension scheme** | Group pension plan with Aegon  
Contributions made via salary sacrifice  
Tiered employee/employer contributions  
Automatic enrolment in month three  
Option to opt-in earlier or to opt-out |
| **Leave** | 25 days per leave year increasing by one day for each year of service to a maximum of 30 days  
Additional half day on Christmas Eve  
Additional three days between Christmas and the New Year  
Paid dependants and compassionate leave  
Sabbatical leave  
Time off in lieu  
Paid volunteering days |
| **Benefits** | Childcare vouchers  
Discounted gym membership for London based employees  
Simplyhealth employee assistance programme  
Health cash plan  
Season ticket loan scheme  
Bike loan scheme  
Life assurance at 4 x annual salary |
| **Other** | Contractual maternity, paternity and adoption leave  
Occupational sick pay  
Volunteering opportunities at local and national events with Breast Cancer Now  
Commitment to staff wellbeing and engagement |
The Recruitment Process

In order to be considered you are kindly requested to submit the following in support of your application:

- A comprehensive and current Curriculum Vitae
- A supporting statement, explaining how you believe your skills and experience match the requirements of the role, directly addressing the person specification

Closing date for receipt of applications
The closing date for the receipt of applications is 11.59pm on Sunday 16th July 2017

The selection process
Will be held in our office in London. The interview and selection process will be held on Friday 21 July 2017.

Equal opportunity and diversity
Breast Cancer Now is committed to equal opportunity and diversity and is an inclusive charity. If you require any support in making your application or during the selection process please advise us and we will look to reasonably adjust the process accordingly.