

## 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.

<b>Job title</b>	Trusts Officer
<b>Directorate</b>	Fundraising, Communications & Engagement
<b>Team</b>	Philanthropy & Special Events
<b>Job title of reporting manager</b>	Trusts & Statutory Fundraising Manager
<b>Job title(s) of direct reports</b>	N/A
<b>Document created (Month and Year)</b>	September 2021

### Overview of directorate

The Fundraising, Communications and 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 £12.7M net 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 and Communications
- Digital and Strategic Insight
- Press, PR and Celebrity
- Individual Giving and Supporter Operations
- Community and Events
- Corporate Partnerships
- Philanthropy and Special Events

All members of the Directorate work closely with Research, Services and Influencing 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**

The Trusts Officer role will lead on growing and developing the charity's small to mid-level value trusts fundraising programme, maintaining and developing systems to ensure high-quality engagement with Charitable Trust supporters and prospects up to a value of £30,000. This role will work with the Prospect Research & Information Manager to identify new opportunities to sustainably grow the small to mid-value trusts fundraising portfolio, whilst working alongside the Trusts & Statutory Fundraising Manager to create persuasive and impactful cases for support, newsletters and updates for trust supporters.

The Trusts Officer role will have a key focus on supporter stewardship and will work flexibly across the Philanthropy & Special Events Team to deliver timely gift acknowledgement and engaging ongoing supporter journeys with individuals and trusts and foundations, through a blend of telephone, face-to-face interactions, and written communication.

This position requires strong organisational skills, and is ideal for someone who is looking to grow and develop their experience in the sector. You will have strong communication and relationship-building skills and will enjoy working collaboratively as part of a team.

### **Key tasks and duties**

- Manage and cultivate a portfolio of charitable trusts and foundations through e-mail, telephone, written proposals, and other forms of bespoke communication with the aim of ensuring their ongoing and increasing support.
- Deliver and continue to develop the small trusts programme, with a focus on growing the programme through engagement with lapsed and cold supporters.
- Ensure trusts and foundation / high net-worth individual supporters experience a high level of stewardship with timely acknowledgments and updates providing concise information about the impact of their support.
- Work with colleagues in the Research, Services and Influencing Directorate to communicate the Charity's work appropriately to individuals, and trusts, including short case-studies, summaries

of scientific research and project budgets.

- Work with the Finance and Supporter Care Teams to ensure that supporter donations are accurately coded in accordance with funding agreements / terms and conditions.
- Maintain accurate, up to date records on the Unity database. Record all information pertaining to individuals, trusts and foundations and applicable donations on the database in adherence with GDPR.
- Contribute to the Trusts & Statutory Team's planning and implementation of the trust fundraising strategy providing information to feed into management reports as required.
- Represent the Charity to donors and potential donors, knowledgeably and passionately outlining our achievements and the urgent need for our work.
- Develop strong and effective internal relationships with colleagues in all teams, through appropriate communications, cross team working and networking at all levels, ensuring the work of the Philanthropy & Special Events team is understood and actively supported by other teams.
- Any other duties as directed by and agreed with line manager.
- Be an ambassador at events, supporting the delivery of the charity's vision and ensuring that the charity's profile and reputation are enhanced as required.
- Maintain excellent knowledge of grant giving bodies, the charity sector and trends, identifying and capitalising on opportunities for the Charity.
- Work outside of normal working hours, e.g. represent the Charity throughout the UK, attending evening or weekend events/meetings/conferences as required.
- To adhere to Breast Cancer Now's Health, Safety and Wellbeing Policy and Procedure.
- Any other duties that are within the scope and remit of the role and as agreed with your manager.

## Person Specification

### Qualifications and Experience

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

- Relevant experience of fundraising and/or sales and marketing in a commercial environment.
- Knowledge of trusts and foundations and / or major donor fundraising.
- Experience of working on a variety of projects and the ability to multitask.
- Experience of and commitment to high quality customer care practices.
- Demonstrable experience of working as part of a team and on own initiative.
- Experience of word processing, spreadsheet and database packages as well as familiarity with the use of the internet and intranet systems.

### Skills and Attributes

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

- Excellent organisation and administrative skills
- Excellent written and verbal communication skills
- A high attention to detail and methodical approach
- Excellent time management skills with ability to prioritise own workload, deal with conflicting demands and meet tight deadlines.
- The ability to show tact and discretion when dealing with sensitive and confidential information.
- The ability to be professional, approachable and friendly in dealing with the public and colleagues.
- Excellent time management skills with ability to work pro-actively.

### **Knowledge**

It is **essential** for you to have the following level of knowledge:

- Knowledge of the charity sector

## **Role Information**

### **Key internal working relationships**

You will work closely with the following:

- Fundraising, Communications and Engagement
- Research, Support and Influencing
- Volunteering
- Finance

### **Key external working relationships**

You will work closely with the following:

- Funding / Grants Officers of statutory funding bodies
- Breast Cancer Now Researchers and Scientists

## General information

<b>Location of role</b>	<p>Although the role is based in our London office, Breast Cancer Now will be following a blended approach between office and home working with a minimum of two days per week in the office for full-time staff members.</p> <p>The address of the office is: Ibex House, 42-47 Minories, London EC3N 1DY</p>
<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	Permanent
<b>Medical research</b>	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.
<b>Conflict of interests</b>	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.
<b>Immigration, Asylum and Nationality Act 2006</b>	You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.