



FUTURE DREAMS

SUPPORT . AWARENESS . RESEARCH

FOR THOSE TOUCHED BY BREAST CANCER

FUTURE DREAM MARKETING MANAGER JOB DESCRIPTION

Salary: £50,000 per annum

Full Time: 37.5 Hours (some evening work require, time off in lieu given)

Location: Future Dreams House, London Kings Cross

Hybrid: 4 days in office, 1 day home

THE CHARITY

Future Dreams Breast Cancer Charity offers breast cancer patients practical, emotional, and psychological support. It also funds crucial secondary breast cancer research and promotes breast health awareness. In October 2021, the charity inaugurated Future Dreams House in Kings Cross, London, the UK's only dedicated breast cancer support centre. Through its comprehensive online and in-person support services, Future Dreams strives to assist individuals affected by breast cancer in managing their care and treatment plans with an emphasis on the importance of prioritising health, mental well-being, and overall welfare while addressing specific pain points caused by treatment and triggers following a diagnosis. The charity's ultimate goal is to enhance the healthcare experience for our visitors and their families.

Founded in 2008 by Daniele Spencer and her mother, Sylvie Henry, during their own breast cancer treatments, Future Dreams was inspired by their appreciation for the support networks that were vital in their journeys. Their aim was to ensure that no one faced breast cancer alone or without hope. Tragically, both Danielle and Sylvie lost their lives to the disease within 18 months of each other.

ABOUT THE ROLE

- Project manage the delivery of integrated marketing and media campaigns which increase awareness and understanding of how Future Dreams supports individual with breast cancer.
- Partner with the programmes and services/ops team to develop marketing strategies and plans to recruit visitors to key services activities and events which support individuals with breast cancer.
- Undertake market and visitor research, manage campaign budgets and write clear and insightful briefs to develop effective creative for campaigns and marketing activity.
- Lead an audience-led mindset across the organisation, developing relationships with internal teams to understand the needs and motivations of their audiences as well as using insights and expertise to convince teams on recommended marketing strategies, plans and positioning based on need.
- Maintain expert industry knowledge, applying best practice in campaign delivery and sharing key insights with the wider engagement team. Seek out and deliver external opportunities to present our work and build awareness of our own thought leadership in marketing and communications.
- Work with internal stakeholders to develop marketing strategies for a portfolio of fundraising products, including challenges and individual giving initiatives, which increase engagement and conversion.
- Account manage key marketing suppliers and agencies to deliver additional pro bono value to tactical plans, actively researching and approaching potential new partners.

Future Dreams Breast Cancer Charity
61 Birkenhead Street, London WC1H 8BB

REGISTERED CHARITY NUMBER 1123526



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- Collaborate with the fundraising team to develop joint marketing plans with corporate partners and community fundraisers which drive deeper engagement and increased income, while increasing awareness of Future Dreams Trust.
- Manage the Digital Marketing Associate ensuring clear goals and deliverables are set with measurable key performance indicators. Lead the development and growth of the Digital Marketing Associate resulting in job satisfaction.

WHAT YOU'LL BRING TO THE TEAM:

- Proven experience of delivering campaigns which have increased awareness, engagement and income.
- Solid experience of project management, developing project plans, agreeing objectives and managing budgets.
- Proven interpersonal skills, with the ability to negotiate, convince, influence and build credibility with colleagues and partners.
- Expert marketing knowledge, ideally with a CIM qualification in marketing or equivalent.
- Knowledge of writing marketing strategies and plans and concise and clear creative briefs for agencies or internal teams.
- Sound decision making and the ability to act on your own initiative when required.
- Enthusiastic, supportive, and collaborative.
- Thorough knowledge and appreciation of EDI policies and behaviours.
- Empathetic, compassionate, and respectful approach when it comes to communicating about sensitive subjects and the people impacted.

NEXT STEPS:

You will be joining us at a time of growth to support the Operations Team in delivering a first class, compliant, empowering programme of workshops, community groups and 1-2-1 appointments.

Application is by way of CV and Supporting Statement (one A4 page) to rebecca@futuresdreams.org.uk

Deadline: Interviews are already underway. We will interview suitable candidates upon receipt of their CV and covering letter. We hope to appoint to role by end of July.