

# **DIRECTOR OF CUSTOMER GROWTH**

**RECRUITMENT PACK  
AUGUST 2026**



# WELCOME

**Thank you for your interest in joining Prostate Cancer UK as our new Director of Customer Growth.**

This appointment will play a defining role as we embark on the next chapter of our organisation. We have recently launched an ambitious ten-year strategy that builds on everything we have achieved to date while recognising that, if we are to create a world where no man dies from prostate cancer, we must think differently about how we grow our impact.

Prostate cancer is now the most common cancer in men. More men than ever are living with the disease, and by 2035 we expect around one million men in the UK to be affected. While we are proud of the difference we already make through our research, campaigning and support services, we know that continuing to do more of the same will not be enough. If we are to reach more men, invest in groundbreaking research, improve treatment, transform services and ultimately save more lives, we need to become a bigger, stronger and more influential organisation.

This role is about much more than increasing income. It is about fundamentally changing how we engage with people, placing customers at the centre of everything we do and using insight, data and digital innovation to build deeper, more meaningful relationships with the hundreds of thousands of people who already support us, while reaching many more who do not yet know us. If we can build those relationships in the right way, sustainable income growth will follow, enabling us to deliver even greater impact for men and their families.

That is why this is such an exciting opportunity.

We are bringing together marketing, communications, customer engagement, insight and mass fundraising into a single Customer Growth function. It is a new role with the freedom to shape how we work, establish new ways of thinking and help define what customer-led growth looks like for Prostate Cancer UK. We have strong foundations in place, but we are looking for someone who can provide the vision, direction and confidence to help us navigate what comes next.

You might come from within the charity sector, or from a consumer-facing business in the commercial sector, for example retail, subscription services, media, utilities, or financial services. What matters most is your understanding of how to grow audiences, harness digital technology and data, embrace innovation and lead organisational transformation. Above all, I am looking for someone deeply commercially minded, who puts the customer at the heart of every decision: someone who thinks in acquisition, retention and lifetime engagement, turns data and insight into growth. Someone who is curious, collaborative and ready to test, learn and evolve, comfortable navigating change and can inspire others to come on that journey.

As a member of our Executive Leadership Team, you will play an important role beyond your own directorate, helping shape the future of Prostate Cancer UK as we deliver our strategy over the coming decade. You will join an ambitious, supportive and pacey organisation, united by a shared determination to make a lasting difference for men affected by prostate cancer.

If you believe you can help us realise that ambition, I hope you will be inspired to apply.

**Laura Kerby**  
Chief Executive



# WHY WE'RE HERE

**We're Prostate Cancer UK. We're striving for a world where no man dies from prostate cancer.**

1 in 8 men will get prostate cancer. We work to give every man the power to navigate it. Whether that's helping you to understand your risk, make the right choice about treatment or get the expertise you need to feel informed and in control.

We make every pound count. We've invested over £100 million into the best researchers in the world to unravel the complexity of prostate cancer, so we can give men precise and personalised care with the right treatments at the right time, for the best chance of living the full life they want.

The advances in testing, funded by our supporters – like huge improvements in MRI scans- are blazing a trail towards a screening programme. In the near future, every man at risk of prostate cancer could be invited for regular, accurate tests that can catch cancer early enough for a cure, saving thousands of our Dads, partners, brothers and friends every year.

But if we're going to campaign for an early detection programme, fund lifesaving research and put prostate cancer in its place, **we need more of us to stand together.**

## OUR FUTURE AMBITIONS

### OUR IMPACT SO FAR

A man diagnosed with prostate cancer in 1996, when Prostate Cancer UK was founded, faced a very different world.

Today, over £100 million worth of research has transformed what the path ahead looks like for men. And we've built a tailored support system to help them navigate every step.

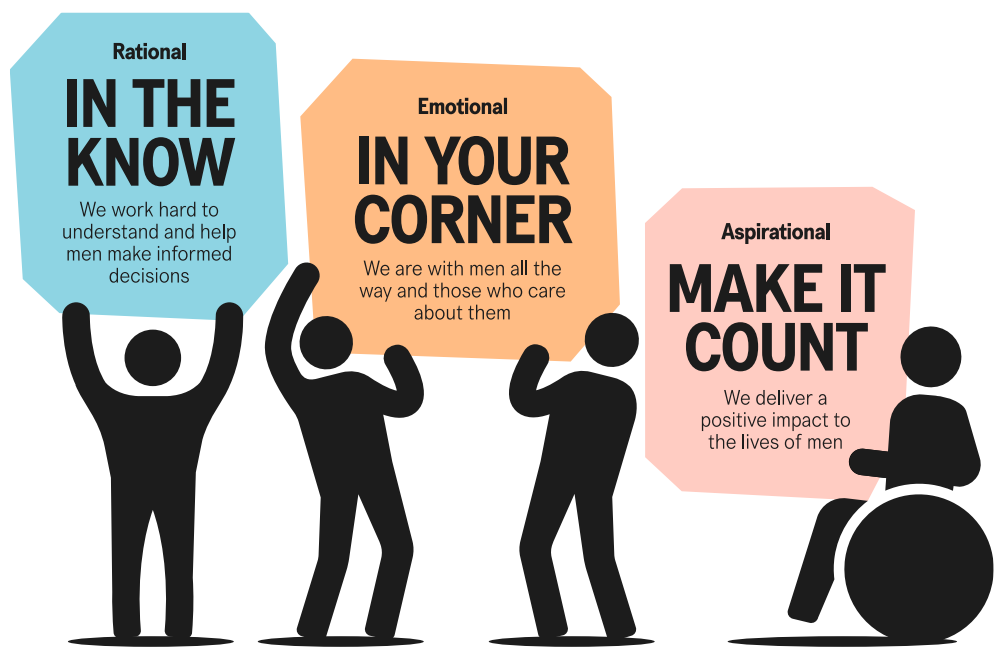
#### Together, we've achieved:

- **£100 million** invested into world-class research.
- **15,000** contracts to our Specialist Nurses every year.
- **mpMRI scanning technology** in hospitals across the UK.
- **Development of the world's first** precision medicine for prostate cancer.
- **Over four million** risk checks since our 30-second Online Risk Checker was launched in 2020.

# OUR VALUES AND BEHAVIOURS

Our values and behaviours help us make decisions, work together and guide the sorts of conversations we have on a day-to-day basis. They underpin our brand identity and give us a shared understanding of who we are and how we work together to create positive change, every day.

## OUR VALUES



## OUR BEHAVIOURS

| RATIONAL                                                                                                              | EMOTIONAL                                                                                                            | ASPIRATIONAL                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <b>GENEROUS WITH KNOWLEDGE</b><br>Switched on and well-connected, we share our expertise and make informed decisions. | <b>GOT YOUR BACK</b><br>Unembarrassed and reassuring, we listen, understand and stand up for those in need.          | <b>DO WHAT MATTERS</b><br>Impossible to ignore, we focus on what matters to drive results and maximise our impact.     |
| <b>NATURALLY CURIOUS</b><br>Constantly learning and hungry for knowledge, we challenge and push for answers.          | <b>OPEN TO ALL</b><br>Inclusive and open-minded, we recognise everyone is unique and embrace different perspectives. | <b>NEVER SETTLE</b><br>Fired up and determined to make a difference in everything we do – and driven to give our best. |

# OUR STRATEGY

**These are our key priorities for 2025/26 while we develop our strategy for the next 10 years.**

## **Campaign for an early detection programme to make diagnosis faster and fairer for men**

In recent years we've been the driving force behind major improvements in the way prostate cancer is diagnosed, making testing safer and more accurate than ever before. And soon, a committee of independent experts will decide if the balance has finally tipped in favour of having a screening programme.

But we can't stand still and wait for the decision. So, we're calling on the Government to act now on early detection.

That means changing the rules that prevent GPs proactively speaking to men about prostate cancer, replacing confusing health information with our quick and easy online Risk Checker, and funding awareness campaigns to make sure every man knows his risk.

## **Break down shocking inequalities and reach more Black men with our lifesaving message**

We know the statistics all too well. Black men face double the risk of prostate cancer compared to other men - and they're also more likely to be diagnosed at a later stage, when it's harder to treat.

This year we'll step up our efforts to break down these inequalities by pushing for changes to GP guidance and striving to reach even more Black men with our vital risk awareness message.

# OUR STRATEGY

## Drive forward our TRANSFORM research trial to deliver the vital evidence for screening

TRANSFORM is the most ambitious prostate cancer screening trial ever – and could help us save thousands of lives every year. With the continued support of our TRANSFORM Founding Partners and many other generous supporters, we'll take big strides forward this year, with trial sites readied across the UK and the first men receiving letters inviting them to take part.

### Our Work

Our research strategy 2020-2030: More cures, less harm [Read more](#)

Our impact 2024/25 [Read here](#)

Our Accounts [Read here](#)



# EQUITY, DIVERSITY AND INCLUSION

## Our Ambition - why diversity and inclusion?

Evidence shows that organisations focused on building more diverse and inclusive cultures attract and retain a wider diversity of talent.

At Prostate Cancer UK, we play a key role in helping all men navigate prostate cancer. 1 in 8 men get prostate cancer, Black men are at double the risk, with 1 in 4 being diagnosed.

Societal divides are becoming more visible, and our organisation needs to be well placed to respond to this. Diverse teams that are included in our work, are key to shaping and re-shaping what we do so we can maximise our impact.

Our ambition is to build teams that reflect the communities we work with to reduce health inequalities, and to grow sustainable partnerships that drive change, ensuring no man is left behind.

### Allyship

Due to Black men's heightened risk, we're dedicated to being an inclusive, proactive organisation, as we strive to be Allies to Black communities. We will achieve this by advocating and working alongside those communities to promote change. We're also working to be Allies to each other, not only protected groups. In 2024, we launched our new Allyship Training Programme. **All colleagues at Prostate Cancer UK will be trained to act and identify as an Ally.**

We've signed the Business in the Communities Race at Work Charter, as a dedication to our Black health equity work and wider EDI priorities. As a signatory, we're responsible and accountable for driving positive change.

Black men are underrepresented in our workforce, and we are keen to receive applications from candidates from the Black community.





# DIRECTOR OF CUSTOMER GROWTH

The Director of Customer Growth plays a pivotal role in growing both the charity's income and its reputation by implementing innovative marketing initiatives, driving digital enablement, and leading effective fundraising and audience management strategies.

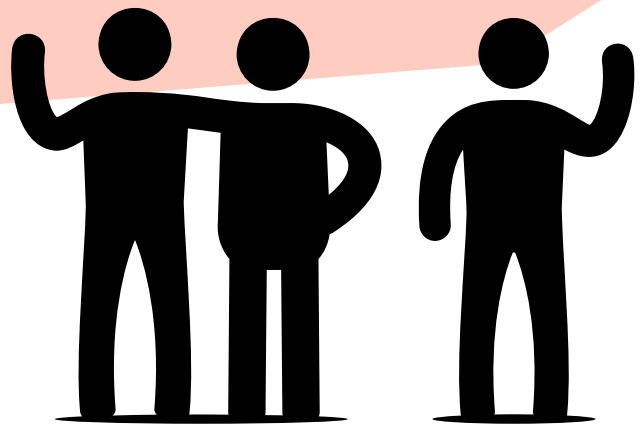
You will use customer insight and data to expand the charity's supporter base, providing strategic leadership to improve customer acquisition and retention activity. You will champion a strong brand presence and ensure that all income-generating activity places the needs and interests of the charity's supporters at the forefront of all activities.

This new role requires the Director to align the strategies of Customer Growth function, unify and transform the mass fundraising, communications and customer teams, establishing shared ways of working, with consistent and aligned goals and priorities.

## AS A MEMBER OF THE LEADERSHIP TEAM...

The Director of Customer Growth has collective accountability for the overall success of the organisation including:

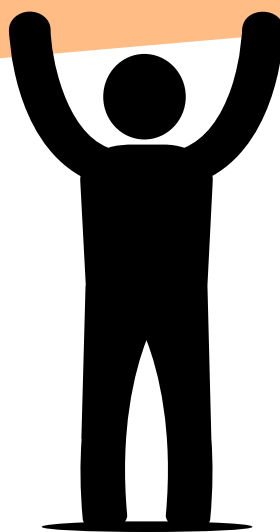
- To be aligned with mission, vision and strategy. Responsible for co-creating and the execution the strategy and achievement of the annual business plan. This includes the achievement of organisational performance targets, KPI's. organisational risk & compliance, managing the business within agreed budgets and financial targets
- Leading and managing complex organisational wide projects, which contribute to the achievement of the strategy, annual business plan and financial performance of the charity
- Role model the charities values, behaviours and conduct. Actively demonstrating commitment to EDI and Allyship and the desired organisational culture and values through their interactions and setting the tone for the rest of the charity





# AS DIRECTOR OF CUSTOMER GROWTH, YOU WILL HAVE ACCOUNTABILITY FOR...

- Delivering income growth targets across Individual Giving (regular giving, cash appeals, legacies pipeline support) and Community and Events, translating charity objectives and impact into clear acquisition, conversion, and retention plans.
- Building a culture of marketing innovation and continuous improvement across the charity, inspiring teams to reach sector-leading levels of engagement and impact.
- Developing robust audience segmentation and targeting strategies, using research and insight to identify, reach and nurture key supporter groups.
- Leading the design of modern, integrated digital acquisition campaigns, using the latest tools, platforms and methods to drive rapid, sustained growth.
- Setting the direction for digital, AI and innovation across the function, aligning it with the wider growth strategy and business targets.
- Directing the development of retention and engagement programmes, informed by data, supporter feedback and market trends, and continuously optimised.
- Leading the development of fundraising propositions, messaging and supporter journeys that are inclusive and compliant (including consent, preferences and relevant fundraising regulation), balancing income performance with long-term trust.



# AS DIRECTOR OF CUSTOMER GROWTH, YOU WILL HAVE ACCOUNTABILITY FOR...

- Ensuring a consistent brand narrative, tone of voice and key messages across owned, earned and paid channels, aligning marketing, fundraising and communications to improve effectiveness and supporter experience.
- Setting the strategy and annual plans for proactive and reactive PR and communications, to build awareness, trust and support for Prostate Cancer UK's mission.
- Bringing together currently separate teams under one Customer Growth function, reshaping the leadership structure and ways of working, with clear and aligned roles and responsibilities, so the team is set up to deliver the growth plans effectively and collaboratively.
- Leading media relations and thought leadership messaging to build trust with our supporters and the public. Act as senior lead for issues and crisis communications, ensuring monitoring, preparedness and rapid response; develop messaging frameworks, Q&As and hold statements in partnership with senior stakeholders.
- Working closely with colleagues across the charity to embed marketing excellence and supporter insight into every initiative, driving seamless integration across all supporter touchpoints.
- Gathering, analysing and interpreting supporter and market data to optimise marketing performance, report on KPIs and inform future growth strategy, always with a focus on improving the supporter experience.

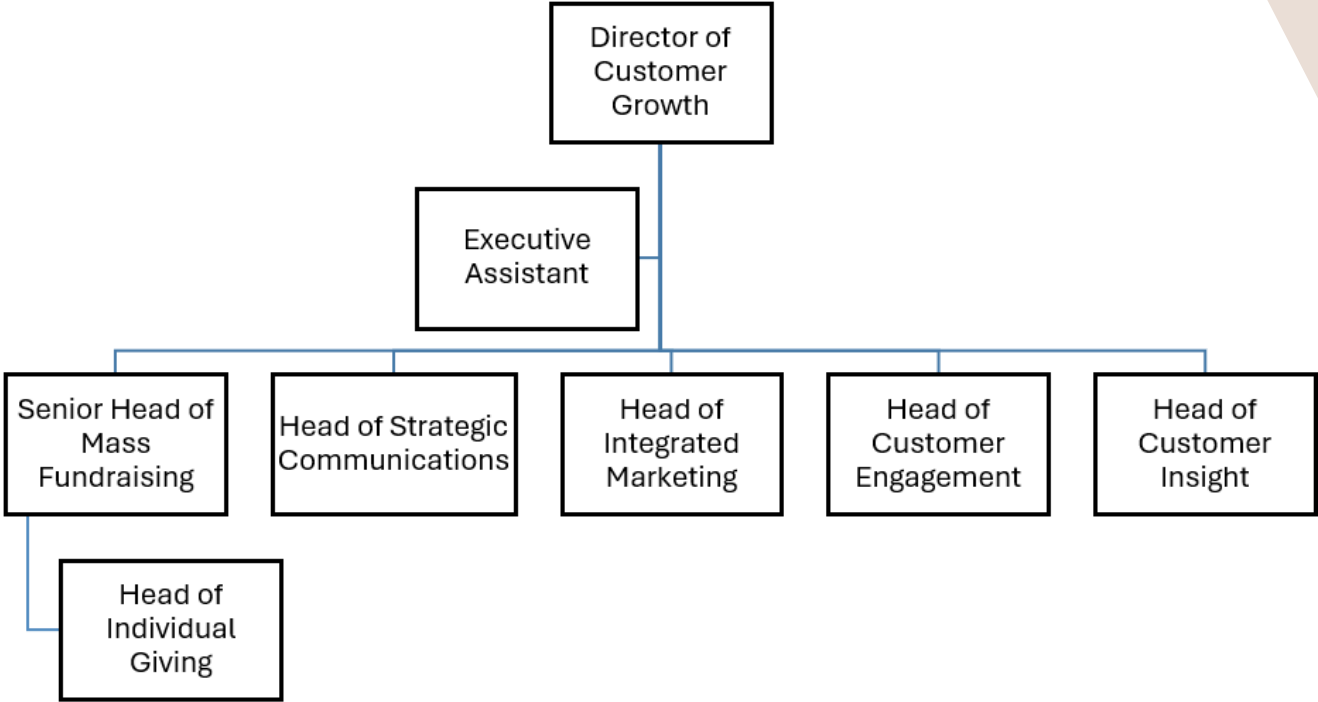


# WHO YOU ARE...

## ESSENTIAL EXPERIENCE:

- Extensive market-leading experience of leading dynamic marketing and growth programmes (including customer relationship management and audience engagement), gained in senior roles within consumer-facing or purpose-driven organisations.
- Subject matter expert within customer growth areas.
- Demonstrated success in driving ambitious growth initiatives through innovative, digital marketing campaigns and AI.
- Experience of transforming, leading change within high-performing, results-oriented teams that work collaboratively to drive performance.
- Exceptional analytical skills with a mastery of interpreting complex data sets and market trends to produce actionable, high-impact marketing strategies.
- Strategic, visionary, and creative thinker with a passion for bold marketing and relentless pursuit of growth and impact.
- Expertise in audience segmentation, personalisation, and omni-channel marketing, with strong emphasis on leveraging customer insights and data for strategic advantage.
- Strong understanding of consent and preference management, relevant regulation, and responsible stewardship, with the ability to embed compliance and customer care into growth activity.
- Senior level experience leading PR and communications, including proactive media engagement and confident handling of reactive press and reputation management.
- Outstanding communication, collaboration, and stakeholder management abilities, with a proven aptitude for influencing and aligning diverse audiences.
- Results-oriented, agile, and resilient in a fast-paced, constantly evolving environment.
- Customer-focused mindset, with unwavering commitment to championing insights and delivering exceptional experiences.

# THE TEAM



# TERMS OF APPOINTMENT

## Salary

The salary for this role is c.£120,000 per annum on a full-time permanent basis.

## Pension

- If you pay 3%, we will pay 5%
- If you pay 4%, we will pay 6%
- If you pay 5%, we will pay 7%

One Pension Consultancy, our independent pension advisor, can also offer free, confidential advice about individual pension queries.

## Annual leave

We offer all of our staff 28 days annual leave, increasing to 30 days after three full years service (pro rata for PT) plus bank holidays. After one years' service you have the option to buy and sell up to an additional week's annual leave (subject to minimum/maximum leave). Once you've completed five years' service, you can apply for a sabbatical.

## Flexible working

We invite our staff to work flexibly between their home and our London Bridge Office with at least 4 days a month in the office to enable connection and collaboration.



# ADDITIONAL BENEFITS

## Healthcare Cash Plan

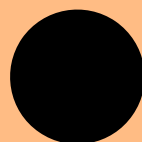
We know that feeling good and staying healthy in our daily lives makes a big difference to how likely we are to fall ill and how fast we recover afterwards. That's why we offer a fantastic health plan from Medicash. The organisation will automatically pay for the cover for you, and you'll be enrolled onto our scheme from the first day of the month after your employment starts.

## Employee assistance programme

Through our independent provider, we offer a free, confidential telephone service for everyone in our team, their spouse/ partner and any children under the age of 21 living at home. This service offers guidance on a wide range of topics such as money management, legal queries, stress, domestic matters, bereavement, emotional problems and more.

## Other benefits include:

- Discounted gym membership
- Season ticket loan
- Cycle to work scheme
- Life assurance: 3 x annual salary
- Free income protection scheme
- Enhanced maternity, paternity and adoption pay
- Enhanced sick pay
- Special Leave including compassionate, carers, domestic emergency and dependants leave - provision for leave for a range of exceptional circumstances which may affect you as an employee
- Benefits portal offering discounts for high street shops
- Career development
- Staff development days



# HOW TO APPLY

We hope you will consider making an application.

To make an application, please click [here](#) with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

**Closing date:** Friday 18<sup>th</sup> September 2026

**Preliminary interviews:** w/c 5<sup>th</sup> and w/c 12<sup>th</sup> October 2026

**Final Panel interviews:** End w/c 26<sup>th</sup> October

