



## **BRAND MANAGER**

**9 MONTH FIXED-TERM CONTRACT**

April 2026

**CROHN'S &  
COLITIS UK**

**CROHN'S? COLITIS? WE'LL FACE IT TOGETHER**

# HELLO,

I'm so pleased you're considering applying for this role at Crohn's & Colitis UK. It's an exciting time to join the charity and a brilliant opportunity to make a positive difference for our thriving community.



There are currently more than half a million people in the UK living with these conditions: that's around one in every 120. Your family, my friends, our

colleagues, struggling to navigate life with an unpredictable condition that could flare up at any time.

One of the major challenges is that, to others, Crohn's and Colitis can seem invisible. But the pain is real, the fatigue debilitating, and the spectre of having to rush to the toilet, urgently and frequently, looms large.

Yet, to the outside world, many patients might appear to be in perfectly good health. As one person I met recently put it: "I look fine, but internally, a war is raging every day."

There is currently no cure for Crohn's or Colitis. People are waiting too long to be diagnosed and to access treatment. The NHS is under resourced and under pressure. It's time for change. People with Crohn's and Colitis deserve more.

That's why we've developed and launched a bold new strategy. It's our ten-year ambition to transform the world for everyone affected by Crohn's and Colitis. It's our blueprint to increase understanding of the conditions, so that people are diagnosed quickly and live well.

And it contains our ambitious plan to unite our community - researchers, patients and healthcare professionals, here and around the world - to set out the roadmap to a cure.

We've also transformed the way we communicate, with a fresh new look that's impossible to ignore.

This is a bold, new vision for the future, with everyone affected by Crohn's and Colitis at its heart. Amplifying their voices, reshaping how the world sees these conditions, fighting for a tomorrow where everyone living with Crohn's or Colitis has everything they need to live well, and for a future where we don't have to live with it at all.

Inspired? At Crohn's & Colitis UK we offer an energetic, empowering working environment that's rooted in our values. This pack should give you all the information you need to complete your application, and we look forward to hearing from you soon.

Crohn's? Colitis? **We'll face it together.**

*Marianne*

**Marianne Radcliffe,**  
Chief Executive Officer  
Crohn's & Colitis UK

# THE ROLE

**Directorate:** External Relations

**Department:** Brand & Marketing

**Reports/responsible to:** Director of External Relations

**Job level:** Guide

**Duration:** 9 month fixed-term contract

## JOB PURPOSE

We've got big ambitions to support more people affected by Crohn's and Colitis than ever before. We've just refreshed our brand to set us up to grow. The purpose of this role is to implement the brand to a consistently high standard and empower our colleagues to learn along the way so that we can keep growing engagement after this fixed-term contract.

## KEY RESPONSIBILITIES

- Project manage the roll-out of our refreshed brand across channels, events and audiences ensuring we meet project aims, deadlines and minimise cost.
- Bring brand and design expertise to projects to ensure high quality brand implementation. This includes fundraising events, healthcare conferences, reports, campaigns and website. You'll draw on our brand guidelines and provide an expert design eye.
- Be our brand guardian, championing brand guidelines, providing responsive support and guidance throughout the brand roll-out from a position of expertise.
- Work with colleagues to build strong relationships with external communications and marketing agencies. Providing brand expertise and consistency on voice and design, ensuring that our activities fit within a wider strategy and are more than the sum of their parts.
- Develop our staff brand champions to increase brand capability across the organisation.
- Work with our graphic designer to develop templates and guidance for colleagues.
- Deliver training and support to staff including writing training and design for social media training.
- Work with our Head of Communications on our brand voice, key messages and the issues we want to be known for, increasingly and visibly putting our community at the heart of all our communications.
- Plan and deliver photoshoots to develop content for the brand roll-out, in line with agreed priorities.
- Where capacity allows provide marketing support to colleagues at peak periods for example developing key messaging and managing relationships with suppliers.
- Monitor and track progress of the brand roll-out to identify and manage risks and demonstrate the benefit of our investment in brand.

The purpose of this job description is to outline the key responsibilities of the role. It is not intended to be an exhaustive list of duties. Tasks may be amended or added in line with organisational needs. Reasonable additional duties may be required as the role evolves to support the charity's objectives.

## **CHARITY RESPONSIBILITIES:**

- Be a leader in our planning processes to support improvements in cross-organisational planning and delivery. Monitor our performance against plans and budgets, reporting monthly.
- Ensure the safe, secure and ethical use of data and information. This includes protecting sensitive data, following charity policies and legal requirements and ensuring information is only used for the right purposes.
- Role model best practices and foster a culture of responsible data use at all times.
- Role model proactivity and behaviours in line with the charity's values and uphold the reputation and integrity of the charity.

## **EQUITY, DIVERSITY & INCLUSION**

- Ensure that equity, diversity and inclusion — and the voices and lived experiences of people with Crohn's and Colitis — are embedded and considered in all aspects of our work.
- Actively support the development of an inclusive culture where colleagues, volunteers and people affected by Crohn's and Colitis feel respected, valued and able to participate fully.
- Actively identify and challenge bias, discrimination or exclusionary practices, escalating concerns where appropriate.
- Ensure that all work, decisions, services and communications are accessible and inclusive, reflecting the diverse needs of our community.
- Seek out, listen to and incorporate diverse perspectives - including lived experience - into planning, decision making and service delivery.
- Contribute to the charity's commitment to removing barriers, improving equity and advancing positive outcomes for people affected by Crohn's and Colitis.
- Engage in ongoing learning, reflection and development to strengthen inclusive practice.
- Contribute to the charity's wider EDI objectives and initiatives as required.

# WHAT YOU'LL BRING

This section outlines the essential and desirable criteria required to successfully perform the role.

**Essential criteria** are the minimum requirements needed for a candidate to be shortlisted.

**Desirable criteria** are additional qualities that would add value but are not required to apply.

## ESSENTIAL CRITERIA

- Brand and design expertise gained at a charity that grew its reach.
- Expert project management skills.
- Excellent stakeholder management and leadership skills including experience providing business partner support to colleagues with varied needs.
- Marketing experience and a flair for writing for different audiences.
- Ability to see the big picture and a flexible, can-do attitude.

## DESIRABLE CRITERIA

- Experience delivering a brand roll-out.
- Fundraising marketing experience.
- Health sector experience.

### Candidates Must Demonstrate:

- Commitment to equality, diversity and inclusion
- Commitment to the charity's values and purpose
- Professionalism, integrity and a collaborative approach
- A proactive, solution focused mindset

### Additional Requirements

- Willingness to travel occasionally across the UK
- Ability to work occasional evenings/weekends

# OUR STRATEGIC AMBITION 2026-36

## THE FOUR PILLARS OF OUR STRATEGY

1

Transform understanding of Crohn's and Colitis

2

Unite researchers, patients and healthcare professionals to set out a roadmap to a cure

3

Drive improvements in diagnosis, treatment and care

4

Support people to live well

## OUR VISION

A world without  
Crohn's and Colitis.

## OUR PURPOSE

We inform, empower and  
unite our community so  
people living with Crohn's and  
Colitis can lead better lives.

## OUR VALUES



AMBITIOUS



COMPASSIONATE



STRONGER  
TOGETHER

# ABOUT US

We're Crohn's & Colitis UK and we're changing what it means to live with these lifelong, incurable gut conditions.

We provide trusted information, support cutting-edge research and lead bold campaigns designed to get people talking about Crohn's and Colitis like never before. We're transforming understanding, building the recognition these conditions deserve and uniting our community to drive real change.



## We Are Ambitious

We are relentless in striving for improvement. Every day, we aim to make the greatest impact possible on the lives of people with Crohn's and Colitis. We're experts in our field and work hard to make a difference.

## We Are Compassionate

We are rooted in empathy and kindness. We're there for everyone living with Crohn's or Colitis and when people turn to us for information and support, we listen.

## We Are Stronger Together

We are always looking for new ways to collaborate and develop together. We're a community, we work together to help people support themselves, and we learn from everyone we work with.

With our values in mind, we are naturally committed to equality, diversity, and inclusion (EDI). We're working hard to reduce and remove barriers to working here, guided by industry best practice and our recently reviewed EDI Policy.

We value equity and want to make sure we get the best person for the job every time and want to hear from people of all backgrounds and experiences.

## HOW WE WORK

Our values are fundamental to how we treat our staff and supporters, shaping everything we do and underpinning our decision-making.

This is how we make sure we're there for people who need us.

If you're ambitious, compassionate, and believe in the power of uniting to be stronger together, we might just be the place for you.

## EQUITY, DIVERSITY AND INCLUSION COMMITMENT

At Crohn's & Colitis UK, we are deeply committed to equity, diversity and inclusion. We believe that every person should be treated with dignity and respect, regardless of age, disability, gender identity, race, religion or belief, sex or sexual orientation. Our aim is to build a workplace where everyone feels valued, supported and able to contribute their best.

We actively work to remove barriers that may prevent people from fully participating in all aspects of our organisation. This includes continuously reviewing our culture, policies and practices to ensure they reflect fairness, openness and inclusivity. Supporting flexible and remote first working is one of the ways we are making meaningful and sustainable changes to advance equity.

We are committed to providing equal opportunities for all colleagues and fostering a safe, inclusive environment where everyone can thrive and feel a genuine sense of belonging.

# LOOKING AFTER OUR STAFF



## Pay and Progression

We review salaries annually, considering a combination of factors including cost of living. We are committed to helping our employees grow and develop. Through our performance and development process, we support staff in building their skills and provide budget for role related or progression focused training. Where needed, we may also offer financial support or study leave for relevant qualifications.

## GIVING YOU OPTIONS

### Hybrid Working

We offer hybrid working, allowing employees to split their time between home and the office. Your manager will discuss and confirm what this looks like for your role, including how often you'll need to be on site.

### Our Approach to Hybrid Working

At Crohn's & Colitis UK, we strive to create an environment where our people can thrive and deliver their best work in pursuit of our purpose: to inform, empower and unite everyone affected by Crohn's and Colitis, so our community can lead better lives.

We recognise that some activities are simply better carried out in person - such as team meetings, collaborative planning, performance reviews, team development, and key decision making. A balance blend of virtual and office time enables us to work flexibly while staying connected, aligned and effective.

Our hybrid working approach gives employees autonomy over how they manage their work, while fostering a culture of trust, collaboration and mutual support between managers and their teams.

### In-Person Time Together

Part of our hybrid working model includes dedicated in person time to support collaboration, team cohesion, and organisational development.

There is an organisation wide expectation that all colleagues undertake a minimum of 12 in person working days per year, which might look like:

- 4 days per year for in person all staff together days.
- 4 days per year for directorate, department, or team days — such as team development activities, planning sessions, or team meetings.
- 4 flexible days, agreed with your line manager — which may include induction meetings, in person training, 1-2-1s, or annual reviews.

This role will also be required to attend external meetings in person in addition to the minimum 12 team collaboration days.

Your manager will confirm role specific expectations.

## Core Working Times

Our standard hours of work are 35 hours per week. Most roles are Monday to Friday with an agreed working pattern.

Our core service hours are **10:00am–3:00pm**, and colleagues are expected to be available during this time on their working days (with a 30-60 minute lunch break taken within these hours).

Outside of these core hours, we appreciate that at times staff may need flexibility, which would be reviewed alongside our flexible working policy. Some roles require fixed hours or work outside core hours, such as weekends or evenings, office days, events, client meetings, projects, or being on call.

## Travel, Access & Facilities

Our Hatfield office provides free onsite parking and secure bike storage, giving you flexibility in how you commute.

We're committed to creating an inclusive and accessible workplace including '*Not Every Disability is Visible*' signage in all accessible toilets.

For colleagues who regularly work from the Hatfield office, we understand that routine travel can be expensive and that purchasing annual travel tickets can help reduce costs. To support this, we offer an **interest free season ticket loan**, repaid monthly through your salary.

We also offer a Cycle to Work scheme, enabling staff to buy a bike through instalments, making sustainable travel more accessible.

## Your Wellbeing Matters

We are committed to supporting the wellbeing of all our colleagues so that everyone can thrive, both in and outside of work.

### Employee Assistance Programme (EAP)

All staff have access to our Employee Assistance Programme - a free and confidential service providing information guidance and counselling on a wide range of personal and work related issues.

The EAP is available **24 hours a day, 7 days a week, 365 days a year**, by phone or online.

## Policies That Support You

Our approach to wellbeing reflects our commitment to protecting and promoting the mental health and wellbeing of our people, and we continue to strengthen this area as the charity evolves.

# WHAT WE OFFER

## Salary

The starting salary for this role is £41,699 per annum.

## Annual Leave

Our full time annual leave entitlement is 25 days, increasing by one additional day for each year of service, up to a maximum of 30 days, plus bank holidays.

This year we will offer a winter shutdown to provide additional rest over the festive period giving three extra days annual leave that must be used at that time.

The shutdown dates in 2026 are:

- Tuesday 29 December – Closed
- Wednesday 30 December – Closed
- Thursday 31 December – Closed

These sit alongside the 2026 bank holidays on 28 December and 1 January 2027.

## Pension Scheme

Crohn's & Colitis UK operates a salary sacrifice pension scheme. Colleagues may choose to opt in from their first day with us. Otherwise, automatic enrolment into our Group Personal Pension Plan takes place after three months.

Once enrolled, contributions are:

## Hours of Work

Contracted hours for this role are 35 hours per week working (Monday to Friday 9am to 5pm)

## Additional Benefits

- Enhanced maternity, adoption and paternity pay
- Training and development support and/or study leave
- Proactive, focused and blended approach to learning and development, including online learning opportunities via LinkedIn learning, Fundraising Everywhere and mentoring opportunities through Charity Mentoring Network.

Pension membership eligibility	Employer contribution % of basic annual salary	Employee contribution % of basic annual salary
Auto-enrollment or when opting-in earlier	5%	3%
After 6 months the member can choose to move up to this band or stay on the initial rates	8%	5%

# WHAT'S NEXT?

We hope this pack has inspired you to join us and given you all the information you need to take the next step.

If you have any questions about the role, our work or need any further practical details/ information, please contact [jobs@crohnsandcolitis.org.uk](mailto:jobs@crohnsandcolitis.org.uk)

If you're ready to apply, please send your CV and supporting statement to [jobs@crohnsandcolitis.org.uk](mailto:jobs@crohnsandcolitis.org.uk)

Your statement should outline how you meet the criteria set out in the person specification and highlight what you would bring to the role.

**Final closing date:** midnight Sunday 19 April 2026

**Interview date:** Thursday 7 May 2026

## Key Information

Applications may be reviewed as they are received, and interviews may be arranged on a rolling basis. We may close the vacancy early if a suitable candidate is appointed, so early applications are encouraged.

We are an inclusive employer and are committed to providing equal opportunities for all, regardless of age, disability, gender identity, marriage or civil partnership status, race, religion or belief, sex and sexual orientation.

If you have a disability and would like to request a reasonable adjustment at any stage of the recruitment process, please contact [jobs@crohnsandcolitis.org.uk](mailto:jobs@crohnsandcolitis.org.uk).

Please note that Crohn's & Colitis UK is not currently a licensed sponsor. Any offer of employment will, therefore, be subject to the successful applicant residing in the UK and providing a valid right-to work documentation.

# WE LOOK FORWARD TO RECEIVING YOUR APPLICATION

Join us and help fight for a tomorrow where everyone living with Crohn's or Colitis has everything they need to live well, and for a future where we don't have to live with it at all.

## Visit our website




[crohnsandcolitis.org.uk](https://crohnsandcolitis.org.uk)

## Contact us

01727 830 038

[jobs@crohnsandcolitis.org.uk](mailto:jobs@crohnsandcolitis.org.uk)

## Let's get social

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