Candidate Pack: Head of Public Fundraising

Location: Hybrid, High Wycombe
Salary: £47,315 to £60,456 per annum
Contract: Permanent
Hours: Full time – 35 hours per week
Closing date: Midnight Sunday 23rd August 2026

Welcome from Duncan Anthony, Chief Engagement Officer at Coeliac UK

Thanks for your interest in this role and in joining Coeliac UK.

Coeliac UK is the charity for everyone affected by coeliac disease. We exist to improve everyday life for people living gluten free, provide trusted information and support, educate and influence others, and drive research towards better care, faster diagnosis and, ultimately, a cure. Our work reaches people at every stage of their journey – from those seeking answers before diagnosis, to newly diagnosed members navigating major life changes, to families, healthcare professionals, researchers, food businesses, policymakers and the wider public. We want everyone affected by coeliac disease to feel informed, supported, represented and empowered.

The Audience Engagement Directorate plays a central role in making that happen. We bring together fundraising, membership, marketing and community engagement to build stronger relationships with the people and partners who can help us achieve our mission.

The Head of Public Fundraising will be central to this work. This is a key leadership role, responsible for developing and delivering a fundraising programme that grows voluntary income, inspires supporters and helps secure the long-term future of Coeliac UK. You'll lead a talented fundraising team across individual giving, appeals, regular giving, community and events fundraising, while working closely with colleagues across the wider directorate to create integrated campaigns and excellent supporter experiences.

You'll be confident driving strategy, identifying opportunities, improving performance and making evidence-led decisions; but you'll also be willing to get close to the work, support campaign delivery and help the team test, learn and improve.

This is an exciting time to join Coeliac UK. We're sharpening our focus, strengthening how we engage our audiences and building a more sustainable model for the future. Fundraising has a critical role to play in that shift, not only by growing income, but by helping more people understand the impact they can have for everyone affected by coeliac disease.

You'll be joining a collaborative and ambitious Audience Engagement Directorate, with the opportunity to shape the future of fundraising at Coeliac UK. We're looking for a leader who is proactive, commercially aware, supporter-focused and motivated by impact; someone who can bring people with them, build confidence in fundraising across the organisation and help us take our income generation to the next level.

Thank you again for your interest. I hope that having read more about the role and our organisation, you feel inspired to apply and be part of the next chapter for Coeliac UK.

I look forward to hearing from you,

Duncan

Background on Coeliac UK

Coeliac UK is the world's leading charity for people affected by coeliac disease and everyone who needs to live gluten free. They provide trusted information and support, champion better diagnosis, improve access to safe gluten free food, and drive the research and advocacy needed to improve lives today while moving closer to a cure.

Their mission is clear: no life should be limited by coeliac disease. Every role at Coeliac UK contributes to that purpose, whether through diagnosis and equality, support and access, research and advocacy, or the enabling work that helps their teams deliver lasting change for their members and beneficiaries.

Their culture

Their culture is purpose driven, values led and centred on people. They are passionate, evidence led and compassionate, with colleagues motivated by knowing their work has meaning and makes a real difference to people living with coeliac disease.

They work collaboratively across teams and with their wider community, including members, volunteers, healthcare professionals, policymakers, researchers and the food industry. They value open communication, active listening, respectful challenge and a workplace where people feel able to contribute.

They are also continuing to strengthen their culture by further embedding their values into the way they work. This includes looking at how their values are reflected in their people processes, decision making, leadership behaviours and day-to-day interactions, helping them build an even more consistent, inclusive and values-led culture across the charity.

They also recognise that people do their best work when they feel supported. Their approach to flexible and hybrid working, wellbeing, development and reward is designed to help colleagues balance life and work while continuing to grow and contribute to their shared mission.

Their values

Trustworthy: They are reliable and do what they say. As experts in coeliac disease and living gluten free, they seek knowledge, check the facts and provide evidence-based advice and support that people can rely on.

Caring: They care deeply about people and the impact of their work. They listen with empathy, support one another and keep the needs of their members, beneficiaries and volunteers at the heart of their decisions.

Tenacious: They do not give up. They stay focused on their long-term vision while making a difference now, finding creative ways to overcome barriers and continuing to learn through challenge.

Collaborative: They work positively with others to achieve their mission. They build strong relationships, respect differences, encourage participation and use feedback from their community to shape and improve their work.

Five-year strategy

You can view Coeliac UK's five year strategy here.

Background on the Head of Public Fundraising role

Why is this role vacant?

Prior to the Chief Engagement Officer coming into position, there was one overall Head of Fundraising. This role was broad and didn't have enough capacity to focus on realising each income streams full potential. When Duncan joined, he split the role in two, creating a Head of Philanthropy and a Head of Public Fundraising. With this change in remit, the previous Head of Fundraising has stepped away from Coeliac UK. The Head of Philanthropy has been in post since February and is currently providing cover to the Public Fundraising team during this recruitment.

The Public Fundraising team

This role will lead 4 direct reports and one in-direct. The team includes:

- Community and Events Manager (maternity cover)
- Individual Giving Manager – who manages a Regular Giving Officer
- Fundraising Coordinator – focus on supporter care and database management
- Fundraising Assistant – focus on general admin support across the full Fundraising team

The previous Head of Fundraising has fostered an incredibly supportive environment for the current team. The successful candidate will be comfortable providing clear direction, setting expectations and supporting colleagues to achieve their potential, all within a collaborative, inclusive and human-centred culture. The post holder will be confident addressing any potential performance issues constructively, encouraging innovation and helping the team embrace new ways of working.

Areas of potential

<u>Strategic priorities</u>

This role will have a solid foundation to come into – the new five-year fundraising strategy has been developed and there is a 12-month implementation plan underway. Within the strategy are various elements for the successful candidate to get stuck into and own.

Upcoming 60th anniversary

In 2028 Coeliac UK hits their 60th anniversary which presents opportunities to think about how to engage donors with the impact to date and having further impact in the coming years. Initial potential thinking is to design and deliver an acceleration fund focussed on developing research between 2027-2030. The plans are in the early stages so the successful candidate will be involved in thinking right from the start, developing the final product alongside the Head of Philanthropy and ensuring it is big and bold.

There is so much in this role that the successful candidate can grab hold off, run with and own. There is planned investment in the fundraising team, expenditure budget to support testing and learning - creativity and new ideas are encouraged.

Areas of challenge

Reducing siloed working

As with many charities with a broad remit, defining effective ways of working across different teams to serve mutual purpose is a critical measure of success. A key relationship for this role is the Membership team who support Coeliac UK's many members directly affected by the disease. A priority for the successful candidate will be to build relationships with the Director of Membership, Services and Volunteering to enable cross team working and ensure members and volunteers have an excellent experience with fundraising and are afforded every opportunity to engage with the charity in whatever way best suits them.

Understanding the data

Coeliac UK uses Workbooks CRM, and there are areas that are ripe for improvement. The successful candidate will need patience, confidence in data handling and insight, and solid attention to detail to ensure that steps are taken to ensure the CRM is used effectively and fit for purpose in supporting the long-term fundraising ambition. Currently the charity outsources data clean up, but there is potential to bring that in house and reduce that expenditure. Ultimately the successful candidate needs to be happy to work with a level of ambiguity, to spend time working with the tools at hand to ensure they provide what the Fundraising team needs, and seek solutions where challenges are evidenced.

Income ambitions

Fundraising at Coeliac UK is entering an exciting period of development. The charity has established and diverse income streams, with ambitious plans to grow voluntary income and build long-term financial sustainability.

The successful candidate will inherit a solid fundraising foundation while having significant opportunity to shape the future direction of the function. There is particular potential to strengthen individual giving and maximise the value of integrated audience engagement across the organisation.

One of the most significant opportunities lies in appeals. Historically, Coeliac UK has focused appeals on research, reflecting their commitment to advancing understanding and working towards a cure. As the organisation evolves, we are looking for a fundraising leader who can help develop compelling, supporter-led propositions that clearly demonstrate impact, inspire generosity and ensure their appeals continue to meet the needs of both the supporters and the charity.
This is a role for someone who enjoys combining strategic thinking with practical delivery; building on what works, challenging where necessary, and creating a fundraising programme that is innovative, sustainable and centred on excellent supporter experiences.

Important areas of expertise

This role covers individual giving (regular gifts, appeals, raffles and lottery), community fundraising, events, and digital fundraising, as well as line managing the database and supporter care functions. Individual giving is the area with the most growth potential, as highlighted in the strategy, so experience in IG is considered essential.

Experience in other income streams would be beneficial but isn't essential.

This role might be for you if you…

- Are a confident people manager who fosters a high support, high challenge team culture
- Can build effective relationships with a wide variety of individuals from internal colleagues to external partners
- Enjoy problem solving and thinking on your feet
- Get excited by being creative, thinking up new ways to engage and connect with supporters

- Have high standards and want to deliver amazing supporter journeys
- Can spot opportunities to improve processes and ways of working
- Can apply a commercial mindset to fundraising; Coeliac UK need a candidate who is able to identify and focus on the areas with the strongest ROI
- Bring energy and enthusiasm to the day to day
- Are willing to follow the plan. Coeliac UK can flex where needed, but with significant investment having happened in developing a robust strategy and implementation plan, the successful candidate will need to come in and crack on

Coeliac UK is happy to consider candidates looking to step up from Senior Fundraiser or Manager level, into their first Head of level role, however demonstrable people management is required to be considered for this position. Leadership and effective people management skills are essential to delivering success within the role.

Job Description: Head of Public Fundraising

The post holder leads Coeliac UK's public fundraising, driving sustainable growth across individual giving, community fundraising, events, lottery, raffle and merchandise. This role is responsible for delivering Coeliac UK's 5-year fundraising strategy to maximise return-on-investment, grow long term supporter value, and contribute to the charity's mission — including the shared responsibility of income generation for the Coeliac UK Research Fund.

The postholder will combine strategic vision with hands-on delivery, building strong internal and external relationships, fostering innovation in fundraising approaches, and ensuring a best-in-class supporter experience that deepens loyalty and maximises engagement and impact. Must be prepared to work some evenings and weekends to support delivery of fundraising activities and wider charity events.

Key responsibilities

- Provide strong leadership and management of the public fundraising team, setting clear objectives, supporting development, and fostering a high-performance, insight-led culture.
- Lead delivery of Coeliac UK's Fundraising Transformation Strategy and implementation roadmap, embedding integrated supporter journeys, data-informed decision-making and test-and-learn approaches to support sustainable long-term growth.
- Lead sustainable income and supporter growth across acquisition, retention and engagement activity, using audience insight, experimentation, digital optimisation and performance analysis to identify scalable opportunities, strengthen long-term supporter value, and support progression across different forms of engagement.
- Work collaboratively across the Audience Engagement Department (AED) and wider organisation to develop joined-up supporter journeys, compelling propositions, cases for support and impact-led fundraising narratives aligned to Coeliac UK's strategic priorities.
- Ensure exceptional supporter stewardship and experience, embedding consistent supporter care, effective use of CRM and data insight, and communications that make supporters feel valued and connected to the impact of their support.
- Work collaboratively with the Head of Philanthropy to develop integrated supporter journeys and identify opportunities for progression from mass engagement into legacy, corporate, trust and major donor relationships.

- Oversee the development and delivery of supporter communications including fundraising appeals, supporter newsletters, web content and stewardship communications, ensuring they are engaging, insight-led and aligned to Coeliac UK's brand and strategic priorities.

- Work collaboratively with Marketing and Digital colleagues to deliver integrated campaigns and develop digital fundraising activity that strengthens acquisition, conversion, retention and long-term supporter engagement.

- Oversee the online shop and event merchandise activity, maximising engagement, profitability and alignment with fundraising and supporter objectives.

- Manage key fundraising operations including budgets, Gift Aid, reporting, agency relationships, supporter data processes and fundraising systems.

- Project-manage key fundraising activities including appeals, raffles, lotteries, community fundraising and challenge events.

- Lead on fundraising insight, forecasting, ROI analysis and supporter lifetime value modelling to inform strategy, prioritisation and investment decisions.

- Ensure fundraising activity complies with all relevant regulation and best practice, including the Fundraising Regulator's Code of Fundraising Practice, ICO and GDPR requirements, Gambling Commission guidance and wider charity sector standards.

- Champion the effective use of data, insight and continuous improvement to strengthen fundraising performance and supporter engagement across Coeliac UK.

Person Specification: Head of Public Fundraising

Person Specification
Essential Experience • Demonstrable experience in a similar fundraising leadership role • Track record of successful fundraising experience from a variety of methods • Clear competency in budget management and the interpretation of financial information and reports • High level of knowledge and experience of working with a Customer Relationship Management (CRM) system • Proven knowledge and experience in using and manipulating data for fundraising • Experience in planning and delivering marketing and communication activities • Experience of motivating and leading a team • High level experience of implementing best fundraising practice and knowledge of charity law including ICO and Fundraising Regulator guidance • Demonstrable experience of building relationships with key supporters • Thorough experience of MS office • Proven track record of developing and managing internal and external relationships Skills • Target and results driven • Well organised and able to prioritise • Comfortable working in evolving environments with incomplete information, using judgement and collaboration to drive pragmatic decision-making. • Attention to detail with outstanding written skills • Confident in budget management, database analysis and able to understand and analyse complex data • Innovative and creative, willing to take the initiative • Self-motivated and able to work without close supervision • Interpersonal, influencing and relationship-building skills that demonstrate the ability to engage effectively with colleagues at all levels, including senior stakeholders, funders and external partners. • Written and verbal communication skills demonstrative of the ability to craft compelling messages, adapt communication styles for different audiences, and act as an effective ambassador for the charity. • Cooperative team player with a practical, flexible, 'can do' attitude **Desirable** Coeliac UK welcome applications from candidates who meet the essential criteria but who do not necessarily tick all the desirable criteria. Support can be provided for candidates who do not meet the below: • Membership of relevant professional body • Project management experience • Experience of working with volunteers successfully in a fundraising environment

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Benefits & life at Coeliac UK

Salary	Salary is £47, 315 - £60,456 per annum, full-time 35 hours per week Please note, candidates will be appointed along the scale based on level of experience and performance at interview to a maximum starting salary of £53,572 to ensure they is room for salary progression in role.
Location and travel	This role can be undertaken as a hybrid position with presence a minimum of once per fortnight in the High Wycombe head office to be present with the team. Additional flexibility may be required for other in person meetings, team support and events. If you are keen to apply but the hybrid expectation is a limiting factor, we urge you to get in touch with us at THINK Recruitment to discuss your specific situation.
Annual leave	36 day's paid holiday per year (inclusive of bank holidays), plus an additional 3 days office closure at Christmas. Staff can carry over up to 5 days of unused annual leave each year.
Flexible working	Coeliac UK welcome flexible working requests that allow candidates to fulfil the obligations of the role whilst providing flexibility for personal commitments and working preferences. Each request is considered individually – please flag in your screening call if you would be interested in flexible working and what that looks like for you e.g. compressed hours.
Pension	You will be automatically enrolled in the organisations pension scheme. Coeliac UK will provide matched contributions up to 6%.
Supportive family leave policies	Coeliac UK offer a range of family-friendly leave policies designed to support staff through important life moments. From parental and adoption leave to time off for dependants and compassionate circumstances, they aim to provide flexibility and reassurance when it matters most.
Other	• Tenure recognition; Their tenure programme includes service awards recognising colleagues who reach the ten year milestone with a gift from the Charity. • Wellbeing space: They provide a comfortable space in their office for staff to use whenever they need a moment to pause, rest or recharge. • Mental Health First Aiders; They have trained Mental Health First Aiders who are available to offer a listening ear and provide initial support when staff members need it. • Counselling Services: They provide access to confidential counselling support to help staff navigate personal or work-related challenges.

If you have questions about the benefits package, or if there are policies you would value seeing before continuing in the selection process, please do reach out via recruitment@thinkcs.org and we will be happy to find out the information you need.

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Equality, Diversity and Inclusion

Coeliac UK are committed to treating everyone fairly, equally, and with respect. They are an equal opportunities employer and actively promote equality of opportunity by ensuring fair treatment for all and opposing all forms of discrimination in the workplace.

Throughout the recruitment process, the charity and THINK Recruitment will ensure that candidates are assessed solely on merit, without reference to any protected characteristic, and that no individual receives less favourable treatment for any reason.

Selection criteria are strictly based on the requirements of the role and are directly relevant to the skills, experience, and qualifications needed to perform the job effectively. Only criteria that are essential to the role will be used in the assessment of candidates.

All recruiting managers are required to ensure that no pre-judgements or preferences are made in advance that could influence or compromise the fairness of the recruitment process.

If you have questions about EDI at Coeliac UK, or how we can support you to undertake the selection process please do reach out via recruitment@thinkcs.org for a confidential discussion.

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How to apply

To express interest in this role, and to arrange an initial conversation with THINK Recruiting please email recruitment@thinkcs.org with a copy of your CV and contact information.

Our Recruitment Manager will have an informal screening conversation with all applicants prior to shortlisting. Rather than requesting candidates submit a supporting statement or cover letter, we will provide interested candidates with screening questions to answer which alongside your CV will form your application.

Please ensure you allow enough time to have a call prior to the closing date, as we cannot put candidates through to shortlist who have not been screened.

Screening calls with THINK Recruitment	Thursday 6th August – Friday 20th August
Closing date	Midnight Sunday 23rd August
Invites to interview out to candidates	Midday Wednesday 26th August
Stage 1 interviews (virtual)	Week commencing 31st August
Stage 2 interviews (in person)	Week commencing 7th September

The selection process will include two stages with Stage 1 conducted virtually, and Stage 2 in person in their High Wycombe office. To support candidate prep the themes of the panel questions will be provided at point of invite.

THINK Recruitment also offers interview prep calls with all invited candidates to ensure you feel well equipped for the selection process.

If there are any reasonable adjustments THINK Recruiting can make to ensure ease of participation in the selection process, please do get in touch. All discussions are confidential.

Thank you for your interest, please do get in touch if you have any questions.

Jo McGuinness Senior Recruitment Manager: recruitment@thinkcs.org

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