

Job description

Community and Events Fundraising Manager (Maternity Cover)

Based at: Coeliac UK Head Office, High Wycombe. (Hybrid, minimum 2 days a week in office.)

Contract Type: Fixed Term 12-14 months, Full Time (35 hours per week)

Salary: £35,000 General Administration (GA 4), per annum

Line management: No direct reports

The role: The fundraising team raises substantial levels of income for Coeliac UK each year. This role is perfect for an energetic, self-motivated, organised fundraiser who will focus on managing and developing challenge events and community fundraising. You will be responsible for ensuring individual fundraisers have a great experience supporting Coeliac UK, helping to maximise the amounts they raise.

You will manage and develop our existing portfolio of challenge events (including the TCS London Marathon and Great North Run), and support and inspire individuals and groups who want to fundraise for Coeliac UK, to help grow fundraising income and engagement.

The role will work closely with Membership, Volunteering and Marketing & Digital colleagues to grow participation, maximise reach and convert interest into active fundraising through integrated supporter journeys.

Key responsibilities

Supporter Stewardship

- Oversee the stewardship journey for all challenge event participants and community fundraisers, ensuring every supporter receives timely, friendly and proactive support.
- Provide guidance to the Fundraising Assistant to ensure consistent delivery of excellent supporter care.
- Maintain high standards of supporter communication, ensuring fundraisers feel valued, motivated and connected to the cause.
- Gather and share fundraiser stories, ensuring permissions are in place and records are kept up to date.

Challenge Events

- Lead the planning, delivery and growth of Coeliac UK's challenge events portfolio, including flagship events such as the TCS London Marathon and Great North Run.
- Manage the charity's presence at events, including on-the-day logistics and cheer squads, ensuring a memorable and motivating experience for all participants.
- Build and maintain strong relationships with event organisers, suppliers and fundraising platforms (e.g. JustGiving, Enthuse) to optimise supporter journeys and event delivery.
- Monitor, analyse and report on event performance, using insight to drive income growth and improve supporter experience.
- Manage event budgets, ensuring effective cost control and accurate forecasting.

Community Fundraising

- Lead the development and delivery of community fundraising activities, including mass participation virtual events such as the 64 Challenge.
- Support and inspire individuals, groups, schools and community organisations to fundraise for Coeliac UK, providing tailored guidance and resources
- Develop and maintain high quality fundraising materials (e.g. guides, posters, collection tins, bunting, t-shirts, running vests) ensuring all content is on brand and supporter focused.
- Create and update fundraising and supporter packs, including tailored versions for specific audiences such as schools.

Cross team Collaboration

- Work closely with the Marketing and Digital team to plan and deliver integrated campaigns that recruit, convert and retain challenge event and community fundraisers.
- Collaborate with the Membership team to:
 - Promote challenges and events to relevant member segments.
 - Support cross-sell journeys between fundraising, membership and wider engagement.
 - Identify opportunities to deepen long-term supporter value.
- Ensure community and events web pages are engaging, accurate and regularly updated.
- Provide content for social media, newsletters and email communications to celebrate fundraisers and promote opportunities.
- Contribute editorial content for digital and print channels to support fundraising engagement.
- Ensure community and events activity is aligned with wider audience journeys, messaging and organisational priorities.

Other responsibilities

- Oversee the Fundraising Assistant in processing income, fulfilling fundraising pack requests, and managing stock of fundraising materials and merchandise.
- Provide support and mentorship for the Fundraising Assistant, helping them to develop within their role and competency skills.
- Support the development of shop products including Christmas cards, Christmas gifts and branded products sold online and at events throughout the year.
- Maintain accurate CRM records in line with GDPR and fundraising regulations, generating reports to analyse income and campaign activity.
- Assist with supporter care tasks when required, including handling enquiries, processing donations and supporting appeals.
- Report regularly to the Head of Fundraising on income performance, expenditure, event participation and key KPIs.
- Support the annual planning and budgeting process for challenge events, community fundraising and merchandise work packages.

Knowledge, skills and experience

- Experience of delivering successful mass participation or challenge events, within the charity sector.

- Excellent relationship building skills, with experience of delivering exceptional supporter stewardship.
- Experience of working collaboratively across teams (e.g. marketing, digital, membership or volunteering) to deliver shared outcomes.
- Ability to influence and coordinate without direct line management, balancing multiple priorities and stakeholders.
- Highly organised with strong project management skills and attention to detail.
- Effective communication skills across all channels, in person, on the phone and in writing.
- Confident using digital tools and a CRM system to support event delivery and supporter journeys.
- Numerate with experience of managing budgets.
- Energetic, self-motivated and a strong team player, with a genuine enthusiasm for the cause and community.

Competencies

1: General profile
Demonstrates competence in own area.
Typically works with moderate guidance in own area of knowledge.
2: Technical expertise; building & maintaining
Deepens knowledge/skills in one area or broadens ability over a variety of skills.
2: Technical expertise; applying & anticipating
Applies knowledge/skills to a variety of standard day to day activities; identifies unusual technical problems.
3: Client/organisation orientation; client response
Responds to client requests in non-standard situations, investigating all the facts.
3: Client/organisation orientation; organisation understanding
Understands the key organisation driver, uses this knowledge to focus own work.
3: Client/organisation orientation client response; costs
Works to control costs related to own work.
4: Creating & delivering solutions; problem solving
Identifies the problem and all relevant issues in straightforward situations; generates possible solutions, assesses each using standard procedures and makes a sound decision.
4: Creating & delivering solutions; planning & organising
Prioritises and organises own work.
5: Working relationship; communicating, negotiating & influencing
Probes and listens carefully, presents information clearly and in appropriate style, makes technical information clear, persuades others in straightforward situations.
5: Working relationship; teamwork, coaching & guiding
Contributes actively in team activities, sharing experience and ideas.
5: Working relationship; networking

Builds productive relationships internally and externally.

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the needs of the charity.