

24 July 2026

Job Description

Head of Marketing

Job Title:	Head of Marketing
Contract Type:	Permanent, Full-Time 35 hours per week.
Location:	Head Office, High Wycombe (hybrid working available, minimum of 1 day in the office)
Salary:	Specialist (SP2.5) £57,828 per annum
Benefits:	36 days holiday (including bank holidays), enhanced parental leave, flexible working, private counselling service, professional development opportunities.
Closing Date:	11:59 pm 23rd August 2026 (early applications may be reviewed as received)

Coeliac UK is seeking an experienced, strategic and hands-on Head of Marketing to lead our marketing function and help drive audience growth, engagement and organisational impact. Reporting to the Chief Engagement Officer, you will develop and deliver our marketing strategy, brand and annual marketing plan, ensuring all activity is insight-led, measurable and aligned to our organisational priorities. As both an inspiring leader and an active practitioner, you will lead a high-performing team while personally delivering major campaigns, organisational change programmes and complex marketing initiatives. Working collaboratively across the Audience Engagement Directorate and the wider charity, you

will ensure marketing plays a central role in achieving our strategic objectives, while acting as the guardian of the Coeliac UK brand and ensuring excellence and consistency across every audience touchpoint.

Key Responsibilities:

- Develop and deliver Coeliac UK's multi-year marketing strategy, ensuring it supports organisational priorities, audience growth and income generation.
- Own the marketing operating model, including campaign intake, editorial governance and prioritisation
- Act as guardian of the Coeliac UK brand, ensuring consistent application of brand identity, tone of voice, messaging and visual standards across the organisation.
- Work closely with the Head of Digital to ensure integrated audience journeys across digital and offline channels.
- Lead, coach and develop a high-performing marketing team, creating a culture of collaboration, accountability and continuous improvement.
- Personally lead major marketing projects and strategic change programmes where senior expertise, judgement or cross-organisational coordination is required.
- Oversee development of organisational publications and major marketing assets, ensuring quality, consistency and effectiveness.

About You:

We are looking for an inspiring and strategic marketing leader with strong editorial and audience engagement skills. The ideal candidate will have:

- Significant experience in a senior marketing leadership role.
- Demonstrable success developing and delivering integrated marketing strategies that achieve measurable organisational outcomes.

- Strong experience of brand development, positioning and audience engagement.
- Experience leading multi-channel marketing across digital and offline channels.
- Experience leading and developing high-performing marketing teams.
- Strong understanding of CRM, audience segmentation, analytics and marketing performance.
- Experience managing marketing budgets and external suppliers.
- Proven ability to lead complex cross-organisational projects.
- Experience building effective relationships across multiple stakeholders.

About Coeliac UK:

Coeliac disease is a serious autoimmune condition that turns eating – one of life's simplest pleasures – into a daily challenge. When it goes undiagnosed, it can damage long-term health and make every meal a source of uncertainty. Even with a diagnosis, coeliac disease can affect confidence and freedom – the freedom to eat safely, to socialise without fear, and to live without limits. Right now, the only treatment is a strict gluten free diet.

For nearly 60 years, Coeliac UK has been the trusted voice and driving force for everyone affected by coeliac disease, including those who don't yet know they have it. We're campaigning for change, breaking down barriers to diagnosis, improving healthcare, and ensuring safe, affordable gluten free food for all.

How to Apply:

To apply, please visit our careers page at [Work for us - Coeliac UK](#) and submit a CV and Covering Letter.

We will only review applications that meet the specific criteria detailed above.

Closing date: 11:59pm 23rd August 2026

First stage interviews: 2nd September