

27 May 2026

Job description

Head of Public Fundraising

Reports to:	Chief Engagement Officer
Based at:	Coeliac UK Head Office, High Wycombe (flexible hybrid working possible by agreement with line manager)
Salary:	£52,572 per annum
Line management:	4 direct reports, 1 in-direct report
The role:	<p>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.</p>

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.

Knowledge and experience

Essential

- 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

Desirable

- Membership of relevant professional body
- Project management experience
- Experience of working with volunteers successfully in a fundraising environment

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.
- Excellent attention to detail with outstanding written skills
- Highly numerate 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
- Excellent communication, persuasion and presentation skills – verbal and written
- Excellent interpersonal skills
- Cooperative team player with a practical, flexible, 'can do' attitude

Competencies

1: General profile
Provides leadership for staff within a specialised discipline or process area
Recognised expertise in own area within the organisation. Shares expertise with colleagues and others; offers mentoring and guidance to others
Co-ordinates the delivery of client service (internal and/or external clients) to maintain client satisfaction and identify performance gaps, as well as new or emerging needs
Understands relevant organisation issues and the organisation's operational procedures and connects these to work priorities
2: Technical expertise; building & maintaining
Provides specialist leadership for staff and work teams or task forces, particularly on emerging areas within specialised functional or process areas
2: Technical expertise; applying & anticipating
Applies knowledge/skills through handling complex problems and/or coordinating work which may extend beyond own area of expertise; shares expertise with colleagues and other work groups
3: Client/organisation orientation; client response
Anticipates client needs, investigates the underlying causes and identifies short/long term solutions
3: Client/organisation orientation; organisation understanding
Decisions impact own work group/team; may have impact on functional objectives
3: Client/organisation orientation client response; costs
Establishes short and mid-term work plans and optimises resources to ensure that work area objectives (e.g., productivity, quality, costs) are consistently met
4: Creating & delivering solutions; problem solving
Assists in developing budgetary/financial objectives for discipline/team
4: Creating & delivering solutions; planning & organising
Manages own time and that of others; develops plans for work activities in own area over the medium/long term & supports strategic planning activities
5: Working relationship; communicating, negotiating & influencing
Main focus is on influencing functional strategy
5: Working relationship; teamwork, coaching & guiding
Acts as facilitator and mentor; moves the team forward
5: Working relationship; networking
Creates extensive networks 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.