

Chief Engagement Officer Job Description

Role Summary

The Chief Engagement Officer (CEngO) at Coeliac UK is a key leadership role responsible for growing individual audience awareness, engagement and income across the charity. The role encompasses marketing, digital, fundraising, membership services, and volunteering. The role ensures the charity maximises its impact by building strong relationships with supporters, members, donors, volunteers, healthcare professionals, commercial partners and other stakeholders. The CEngO will lead the development and implementation of innovative and effective campaigns and communications, enhance digital presence, and support the growth of audience engagement and related income streams to support Coeliac UK's mission.

Key Responsibilities

- Craft and implement unified customer strategies that align marketing, digital initiatives, fundraising, membership services, and volunteering and other audiences to enhance Coeliac UK's reach, impact and income.
- Oversee brand management to maintain and enhance Coeliac UK's reputation and visibility.
- Develop and execute multi-channel marketing campaigns to raise awareness and drive engagement.
- Serve as a primary media spokesperson, fostering relationships with media and key external partners.
- Lead initiatives to enhance digital platforms, ensuring they meet user needs and support organisational objectives.
- Utilise analytics to inform strategies and improve digital engagement.
- Develop strategies to expand income streams, including individual giving, corporate partnerships, grants, and fundraising events.
- Enhance the membership experience through tailored services and benefits.
- Develop and oversee initiatives to recruit, train, and retain volunteers and enhance their experience of Coeliac UK
- Inspire and manage the Audience Engagement team fostering a collaborative and high-performance culture.

Skills & Experience

- Proven ability to develop and implement comprehensive strategies that drive organisational growth and engagement.
- Extensive experience in leading marketing and communications efforts, with a strong understanding of brand management.
- Demonstrated success in leveraging digital tools and platforms to enhance engagement and achieve strategic goals.
- Experience of developing and executing successful fundraising strategies across diverse revenue streams desirable.
- Exceptional skills in building and maintaining relationships with a wide range of stakeholders, such as members, donors, volunteers, and partners.
- Strong leadership capabilities with experience in managing and developing high-performing teams.
- Ability to interpret data to inform decision-making and strategy development.
- Excellent verbal and written communication skills, with the ability to effectively represent Coeliac UK to various audiences.
- Evidence of continuing professional development (CPD), such as leadership training or charity management courses, would be beneficial.