



CANDIDATE PACK FOR DIRECTOR OF INCOME GENERATION

**CROHN'S &
COLITIS UK**



WELCOME

Hello,

I'm so pleased you're considering joining Crohn's & Colitis UK. It's an exciting time for us and this new role is an exceptional opportunity. We're looking for an ambitious and determined Director of Income Generation to drive a step-change in our fundraising and help shape our future success.

It's the perfect time to join us, as we're launching a new strategy later this year. We have a bold, new vision for the future, with everyone affected by Crohn's and Colitis at its heart. We're also taking a fresh approach to how we communicate, amplifying our voice and transforming understanding of both conditions.

Half a million people in the UK have Crohn's or Colitis - lifelong bowel diseases that affect every aspect of their lives. We want them all to live well. But delayed diagnosis and a lack of essential resources mean thousands of them can't. More and more people are being diagnosed with the conditions across the globe. Yet, despite new therapies and our commitment to research, there is still no cure.

That's why we're here - to make life better for everyone affected by these gruelling conditions, helping them feel seen, supported and empowered. We need faster diagnosis, better treatment and, ultimately, a cure.

Right now, our finances are in good shape and we have the resources we need to invest in innovation. We're ambitious and impatient, clear about what needs to change. That's why we're looking for an outstanding Director of Income Generation to join our dynamic leadership team.

This role offers the chance to make a profound impact: to inspire our community of supporters, unlock transformational partnerships and help us secure the resources we need to deliver our strategy. We need someone who thrives on building relationships, driving innovation and leading a talented team to achieve more.

In return we offer an energetic, empowering working environment that's rooted in our values and you'll have my full support to achieve your goals.

Ready to join us? This pack should give you all the information you need to complete your application and we look forward to hearing from you soon.

Best wishes,



Marianne Radcliffe
Chief Executive Officer,
Crohn's & Colitis UK

ABOUT CROHN'S & COLITIS UK

WHO WE ARE

We are the UK's leading charity for Crohn's Disease and Ulcerative Colitis. These are life-long conditions for which there is no cure, and they affect more than half a million people in the UK.

Every year, 25,000 people are told that they have Crohn's or Colitis. For some, the news comes as a shock. For others, it has taken many years to get that diagnosis. However the news comes, it is life changing.

Since 1979, Crohn's & Colitis UK has been here for everyone affected by Crohn's and Colitis.

WHAT WE DO

Living with Crohn's or Colitis often means decades spent navigating complex health issues. People affected by the conditions turn to us for much-needed support and trusted, up-to-date information. They tell us about the unpredictability of living with a fluctuating condition, of always wondering when the next flare-up will strike.

The symptoms of Crohn's and Colitis can be debilitating, life-changing, and embarrassing. We know that too many people are suffering in silence.

That's why we speak up, raising awareness of the conditions, to end taboos, and ensure that everyone living with Crohn's or Colitis feels seen, heard and understood.

Our work with healthcare professionals has helped improve the diagnosis, treatment and management of both conditions. But with the NHS under sustained pressure, we must strive ever harder to ensure that people with Crohn's and Colitis are not left behind, their needs unmet.

So, I'm pleased to let you know that at Crohn's & Colitis UK, we're finalising our new strategy, which will be launched later this year. We'll have a bold, new vision for the future, with everyone directly affected by Crohn's and Colitis at its heart. This evolution is about amplifying their voices, reshaping how the world sees Crohn's and Colitis, and igniting real change, together.



JOB DESCRIPTION

Role title: Director of Income Generation

Grade: Lead

Reports to: Chief Executive Officer

OVERALL PURPOSE

The Director of Income Generation will provide strategic leadership to grow and diversify Crohn's & Colitis UK's income, with a particular focus on expanding high-value fundraising, while also strengthening our grassroots community and public fundraising programmes.

As a membership charity with a deeply engaged community of people affected by Crohn's and Colitis, we have a strong foundation of support - from those who give, fundraise, volunteer, and advocate for change. The postholder will be responsible for shaping a supporter experience that reflects and strengthens this connection, ensuring our income strategy is aligned with our values, impact and long-term ambitions.

This role sits on the Senior Leadership Team and is key to delivering our new 10-year strategy, built around four bold pillars:

- **Transform understanding of Crohn's and Colitis**
- **Unite researchers, patients, and healthcare professionals to set out the roadmap to a cure**
- **Drive improvements in diagnosis, treatment and care**
- **Support people with Crohn's and Colitis to live well**

To realise this vision, we must significantly grow and diversify our income. The Director of Income Generation will play a critical role in making that possible.

KEY RESPONSIBILITIES

Strategic Leadership

- Lead the development and implementation of a multi-channel income generation strategy, aligned with the charity's long-term goals and values.
- Prioritise growth in high-value income streams, while also maximising the potential of individual giving, community fundraising, events and legacies.
- Embed a supporter-centric culture across all income streams, ensuring positive and long-lasting relationships with our membership and wider community.
- Contribute to the wider strategic direction and leadership of the charity as a member of the Senior Leadership Team.
- Report to the CEO and Board on performance, risk, and opportunities across all areas of income generation.

Philanthropy and Partnerships

- Lead a step change in philanthropic income through the development of compelling cases for support and deep, personalised engagement with major donors, corporate partners, and trusts.
- Support the Head of Partnerships and Philanthropy to build a sustainable pipeline of high-value supporters and partnerships.
- Personally cultivate and manage a portfolio of senior-level relationships.

Public Fundraising and Community Engagement

- Oversee the continued growth and innovation in public fundraising, including:
 - **Individual giving and legacies:** Building a long-term pipeline of committed supporters, with a focus on regular giving, digital engagement, and gifts in wills.
 - **Community fundraising:** Empowering supporters and volunteers to raise funds locally and through grassroots activity.
 - **Challenge events and fundraising events:** Developing inspiring, high-quality events that drive income and engagement.
- Support the Head of Public Fundraising to ensure activity is insight-led, inclusive, and delivers against clear targets and KPIs.

Team Leadership and Development

- Inspire, manage and develop a high-performing Income Generation Directorate.
- Create a positive and collaborative culture that reflects our values and builds a sense of shared purpose and accountability.
- Invest in staff development, performance management, and succession planning to futureproof the directorate.

Financial and Operational Management

- Set and manage budgets across all fundraising streams, ensuring robust financial management and accurate forecasting.
- Monitor and evaluate performance using data and insight, driving continuous improvement and informed decision-making.

External Engagement and Representation

- Act as a senior ambassador for Crohn's & Colitis UK with key donors, stakeholders, and networks.
- Build and maintain relationships with sector peers, partners, and collaborators to share learning and enhance innovation.
- Monitor and respond to external fundraising trends, policy developments, and sector insights to inform strategy and tactics.

DIVERSITY, EQUITY AND INCLUSION

- Ensure equity, diversity & inclusion and the voices of those with Crohn's and Colitis are considered in all aspects of Income Generation's work.

CHARITY RESPONSIBILITIES

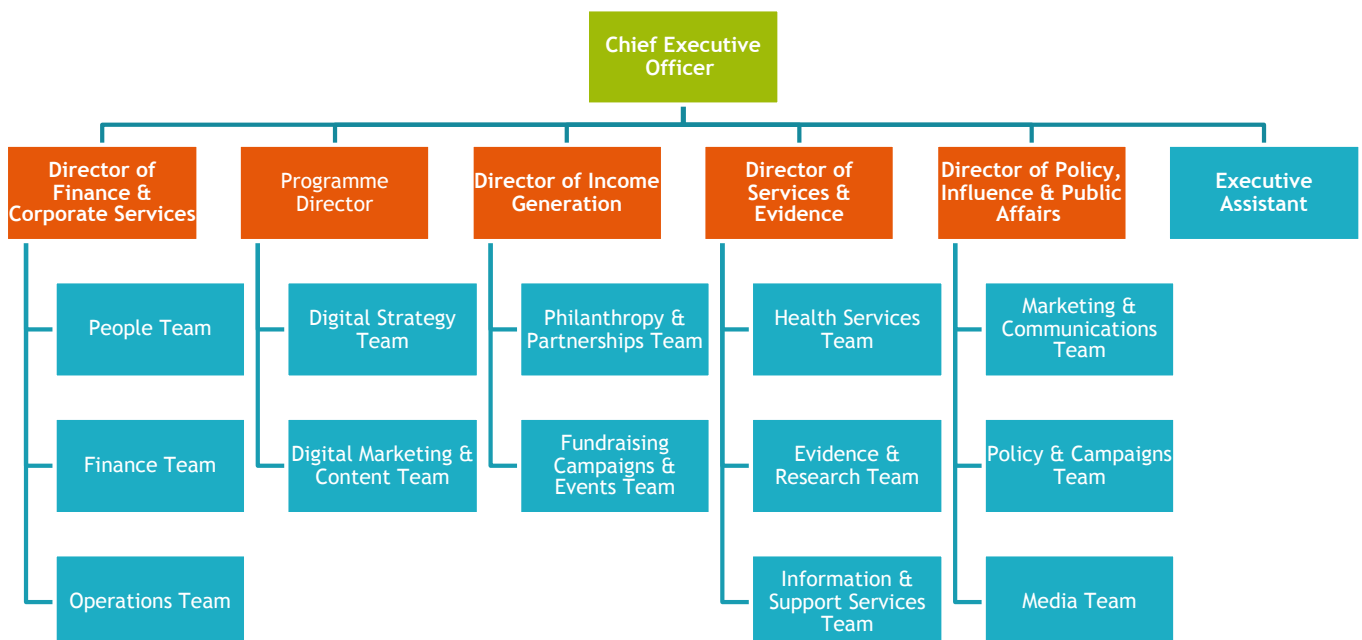
- Provide strategic leadership as part of the Senior Leadership Team, including deputising for the CEO when required.
- Ensure that all activities within the remit of the role comply with relevant legislation, regulations and the charity's policies and procedures.
- Share expertise and give recommendations on legislative and regulatory requirements and best practice across the scope of the role.
- Ensure the safe, secure and ethical use of all data and information you access. This includes protecting sensitive data, following charity policies and legal requirements and ensuring information is only used for the right purposes.
- Role model best practices and foster a culture of responsible data use at all times.
- Represent the charity as required at events.
- Role model proactivity positive behaviours in line with the charity's values and uphold the reputation and integrity of the charity.

PERSON SPECIFICATION

SKILLS & EXPERIENCE

- Proven track record of senior leadership in income generation, with significant success in philanthropy and at least one of the following: corporate partnerships, trusts & foundations, legacies.
- Strong experience in public fundraising, with understanding of community fundraising, events, and individual giving strategies.
- Track record of delivering and exceeding income targets across diverse income streams.
- Experience working within a membership-based charity or cause-led organisation with a passionate supporter base (desirable).
- Experience of leading strategy development, managing significant budgets, and reporting at Executive and Board level.
- Familiarity with fundraising regulation, GDPR and ethical fundraising practices.
- Strategic thinker with strong commercial acumen and a track record of translating vision into delivery.
- Skilled relationship builder, able to engage confidently with major donors, corporate partners, volunteers, and senior stakeholders.
- Strong leadership and people management skills, with the ability to build high-performing, inclusive teams.
- Data-literate, with a clear understanding of how to use insight to drive fundraising strategy and performance.
- Confident communicator and ambassador, internally and externally, with excellent influencing and presentation skills.
- Comfortable operating collaboratively within a senior leadership team, with shared accountability for organisational success

ORGANISATIONAL CHART



TERMS OF APPOINTMENT

SALARY

The salary for this role is £90,000 per annum on a full-time permanent basis.

LOCATION

Hybrid working with travel to our offices in both Hatfield and London

PENSION

Pension Contributions – staff are automatically enrolled into our Group Personal Pension Plan after three months. Once auto enrolled, employee contributions are 3% and employer contributions 5%. After passing your probation period (usually six months) you can increase employee contributions to 5% and employer contributions will rise to 8%.

ANNUAL LEAVE

Annual Leave – all staff receive a full-time annual entitlement of 25 days. This increases by one day for each year worked, up to a maximum of 30 days. This is in addition to bank holidays.

ADDITIONAL BENEFITS

- Buy and sell annual leave – up to one week per year.
- Enhanced Maternity and Paternity Leave - this comes into effect after two years' service.



HOW TO APPLY

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact erin.fuller@starfishsearch.com and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/crohn's-and-colitis-uk-dir-inc-gen/> click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date: Friday 24th October 2025

Preliminary interviews: w/c Monday 10th November 2025

Final Panel interviews: w/c Monday 1st December 2025 with a face-to-face panel on Friday 5th December at our London office

