

**CROHN'S &  
COLITIS UK**

## Corporate New Business Lead

June 2025



# Thank you for your interest in working with us here at Crohn's & Colitis UK.

We're the UK's leading charity for Crohn's and Colitis. Right now, over 500,000 people in the UK are living with a lifelong disease that many people have never heard of. Because of the stigma and misunderstanding that surrounds these diseases, thousands of people are suffering in silence. But they are not alone. We're here for them.

It's an exciting time to be part of our team as we work together to shape the future of the charity and improve the lives of everyone living with Crohn's and Colitis.

There is currently no cure for these chronic conditions with one in three people diagnosed before they are 30.

Our mission is to stand alongside every person affected by Inflammatory Bowel Disease, ensuring their voices are heard, their challenges are understood, and their needs are addressed.

At Crohn's & Colitis UK, we are proud of our achievements - from funding groundbreaking research to raising awareness and normalising conversations about bowel health. We have built strong foundations through collaboration with healthcare professionals, policymakers, and research partners, and we continue to lead the charge for better care and support.

We know that living with a lifelong illness is about much more than managing physical symptoms. It impacts every aspect of life and our work ensures people with Inflammatory Bowel Disease can access quality healthcare and support, when and where they need it, so they can focus on living better lives.

Our promises to the Crohn's and Colitis community are outlined on the next page and you'll find more about our values, commitments, and what we're looking for further in this job pack.

If you like the sound of us, good luck with your application and we look forward to hearing from you soon.

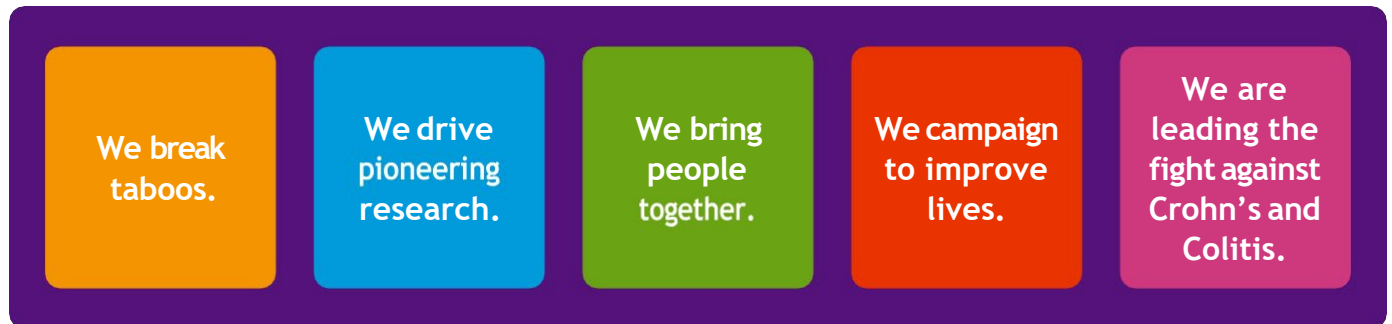
**Marianne Radcliffe**  
Chief Executive  
Crohn's & Colitis UK



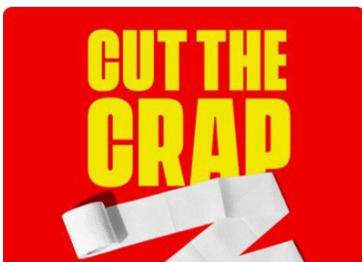
# Our Vision

Our vision is improved lives today, and a world free from Crohn's and Colitis tomorrow.

## Our mission



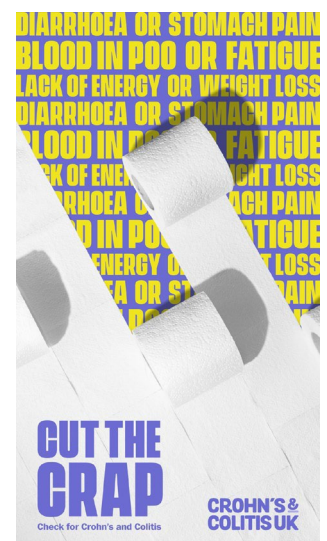
Founded in 1979 as a patient organisation, we've been there for people affected by Crohn's and Colitis when it matters, playing an instrumental part in providing support, increasing public awareness, and campaigning. But we're not finished yet. Here's a snapshot of our work:



### Campaigning

Every year, 25,000 people are diagnosed with Crohn's or Colitis. But we know that more than a quarter have waiting for a diagnosis for over a year. Nearly half end up in A&E while waiting for a diagnosis. Delays to diagnosis affect people's ability to continue education and work, limits their treatment options and increases their risk of being hospitalised or needing emergency surgery. Our research showed that people aged 18-34 experiencing Crohn's or Colitis symptoms are less likely to visit their GP.

Our Cut the Crap public awareness campaign was created to explain what to look out for and to direct people towards our online symptom checker, where they can check in just 30 seconds whether they should see their doctor. Through our Cut the Crap Campaign, we're working with politicians and policy makers to make early diagnosis a reality: We are also working with healthcare professionals and health leaders to ensure people who are suspected of having one of the conditions are appropriately prioritised for diagnosis and receive the best possible treatment. Since its launch over 250,000 people have used our symptom checker.





## Advocacy

We campaign for a better quality of life for people with Crohn's and Colitis. And we speak up on issues from employment to health policy, and from transport to toilets. We work with the NHS to benchmark and improve standards of care, using the findings as a launchpad for our discussions with health leaders and governments to change things for the better.

## Services


Each year, our helpline team respond to over 9,500 queries via email, phone, social media, and live chat. We provide up-to-date, evidence-based information and can support you to live well with Crohn's or Colitis.

“I feel confident, regardless of the outcome, I can live life well. It was a seriously life-changing call. I am deeply thankful! They referred me to relevant parts of your website and empowered me to know when to reach out to my GP.”

“On all occasions I've contacted them, they've helped me understand my disability better, thank you.”

## Our commitments

We're dedicated to our mission. We innovate and adapt to ensure we are finding new and improved ways to make a real difference to the lives of people with Crohn's and Colitis. For over forty years, we've supported the community and shaped the conversation about Crohn's and Colitis. We continue to be here to give people affected by Crohn's and Colitis hope, comfort, and confidence. We make their voices heard and help them live freer, fuller lives.

As we grow our ambitious plans, we are making strides to become fully inclusive in our approach and have commenced an anti-racism programme alongside our recently reviewed EDI policy. You can take a look at this, along with our public statement  [www.crohnsandcolitis.org.uk/edi](https://www.crohnsandcolitis.org.uk/edi).

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It's a pleasure to be a member of the EDI working group. Involving a diverse range of people in all areas of our work is vital. It helps ensure the research and services we fund helps all sections of our community. The focus being placed on diversity and inclusion by Crohn's & Colitis UK is both timely and important.

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## The future

As we look forward, the charity is in great shape to do even more for our community. Our income has been steadily rising since 2021, with an income of over £8M in 2024. We are investing in a new ambitious strategy, which we are developing now for launch in summer 2025.

We are just at the beginning of change in some areas - we have a great social media following but we want to maximise our digital platforms with an updated website launched in 2025, in line with a brand refresh.

A great strength of the charity is our amazing supporter base who are powerful advocates for change. They get involved through our membership, fundraising, campaigning or following our social media channels.

Our community is at the center of Crohn's & Colitis UK. Their support and insight help us build an evidence base that meets our ambition and turbo charges our aspiration to grow public awareness and deliver system change. We have made a start but there is much more to do and the opportunity to shape our delivery plans.

### So, what can you expect as we embark on this journey?

Despite our long history, this is a period of exciting change for Crohn's & Colitis UK. We need a strong, adaptable, and resilient team of individuals to help drive our work forward and create a step change for people with Crohn's and Colitis. It's a bright, ambitious future and you could be part of it.



# How we work

Our values are fundamental to how we treat our staff and supporters, shaping everything we do and underpinning our decision-making. This is how we make sure we're there for people who need us.

If you're ambitious, compassionate, and believe in the power of uniting to be stronger together, we might just be the place for you.



Every day we strive to make the greatest impact possible on the lives of people with Crohn's and Colitis. We are experts in our field and work hard to make a difference - we are relentless in striving for improvement.



We are rooted in empathy and kindness. We're there for everyone living with Crohn's or Colitis, and when people turn to us for information and support, we listen.



We're a community, and we work together with the aim to help people support themselves. We learn from everyone we work with, and we are always looking for new ways to collaborate and develop together.

With our values in mind, we are naturally committed to equality, diversity, and inclusion (EDI). We're working hard to reduce and remove barriers to working here, guided by industry best practice and our recently reviewed EDI Policy.

We value equality and want to make sure we get the best person for the job every time so want to hear from people of all backgrounds and with a range of experiences.

## Are You IN?

We lead by example in our approach, committing to support people with invisible disabilities and conditions like Crohn's and Colitis.

One of the ways we do this is through our Are you IN? programme, committing to:

- educate all employees on invisible conditions, specifically, Crohn's and Colitis.
- empower managers, HR, and people living with invisible conditions and disabilities to talk with confidence.
- Enable access and install Not Every Disability is Visible accessible toilet signs in our company accessible toilets



# Looking after our staff

## Pay and progression

We review all salaries annually, based on lots of factors. We look at an individual's contribution, development against our competency framework, cost of living, and market benchmarking.

We're committed to the training and development of our employees. We have a performance review and development scheme designed to help all staff develop in their roles and budget is available for training related to each role or progression. Financial support and/or study leave may also be offered to individuals where appropriate.

## Giving you options

We are based in Hatfield, Hertfordshire, so we are easily accessible by road and rail.

In this role, there is plenty of scope for a hybrid approach working from home, although there will be times when you will need to be at face-to-face meetings with your team or our partner agencies. In addition, the charity meets four times annually at its office in Hatfield (or a location in London) for its 'All Staff Together' days, at which attendance is mandatory.

For staff who work out of the Hatfield office regularly, we know that routine travel to and from work can be expensive and you may want to buy annual tickets to reduce this cost. We offer an interest free loan for season tickets, repaid directly from your salary each month and our cycle to work scheme lets staff buy a bike in installments so you can travel in the way that best suits you. Our office provides free parking and secure bike locks.

## Your wellbeing as a priority

All staff have access to our Employee Assistance Programme which provides training, information, and counselling sessions for a range of issues both inside and outside of work. This free, confidential service is available by phone and online 24 hours a day, 7 days a week, 365 days a year.

Our wellbeing programme consists of events for all staff, exploring mental health and wellbeing-boosting activities in a safe, supportive environment.

These activities are supported by our Wellbeing Policy which outlines best practice and prioritises the mental health and wellbeing of our staff.



# The role

**Job Level:** Implement

**Reports to:** Corporate Partnerships Manager

## Overall Purpose

You will be leading on the majority of proactive new business within the Corporate Partnerships Team. Building strong pipelines and acting as resident expert for external corporate opportunities. You will be ambitious in vision, feeling confident to develop strategic multi-year partnerships from the beginning.

You will work in close collaboration with the Corporate Account Management Lead and Corporate Partnership Assistant to promote best practice in corporate donor stewardship and partnership delivery.

One of our key pillars moving forwards is 'Building capacity and capability to deliver more'. Corporate Partnerships is one of our income streams to support this - especially focused on unrestricted funds.

## Job Responsibilities

### 1. New Business Acquisition

- Play a key role in the day-to-day development, management and delivery of a programme of corporate growth, including identifying, researching and generating new funding opportunities.
- Establish and maintain relationships with key decision makers and stakeholders.
- Conduct research and being aware of sector trends and developments to identify opportunities.
- Write compelling proposals and pitches.
- Monitor evaluate the success, and conversion rates, of new corporate activity, providing feedback to the Corporate Partnership Manager.
- Able to translate priorities or need in to proactive and continued new business
- Be comfortable in using various platforms for outreach.

### 2. Account Management:

- Manage and lead relationships with prospective and existing partners - ensuring exceptional levels of supporter care, and that each account reaches its full funding potential.
- Work with the Corporate Partnership Manager and Account Management Lead to ensure smooth transition of accountAdd details>>

### 3. Other duties and responsibilities

- Ensure the CRM, Dynamics 365, is up to date and make sure coding and fulfilment reporting is precise.
- Work in close collaboration with other teams, such as the wider Income Generation, Marcomms and Service, Advocacy and Evidence teams.
- Manage conflicting and tight deadlines, whilst maintaining meticulous attention to detail.

### 4. Diversity & Inclusion

- Ensure equality, diversity and inclusion and the voices of those with Crohn's and Colitis are considered in all aspects of supporting the charity's operations.



## 5. Charity responsibilities

- Represent Crohn's & Colitis UK at events as required.
- Work in line with the charity values and maintain the reputation and standing of the charity.
- Ensure compliance with charity policies and all relevant legislation.

The purpose of this job description is to focus attention on the most important aspects of the jobholder's role. It is not intended to be a complete list of the duties; therefore, it is to be expected that the day-to-day performance of the job will include tasks not listed above. The list of duties for which the jobholder is responsible may reasonably be varied or added to at the discretion of the charity.

# What you'll bring

## Knowledge, skills & attitudes

### Essential:

- A proven new business track-record developing partnerships with commercial and corporate organisations across multiple sectors, ideally operating at five and six figures
- Experience of managing corporate fundraising partnerships, ideally from within the charity sector
- Enthusiastic, highly motivated, and a good networker
- Demonstrable knowledge of the commercial sector and how to access decision makers
- Excellent communication skills, verbal and written.
- Good commitment to team working
- Good numeracy skills and ability to analyse and report on financial performance
- Excellent project and time management skills, with the ability to effectively manage competing priorities
- Experience of working with databases

### Attitudes:

- Has great relationship building skills
- Confident in presenting and pitching presentations to a variety of stakeholders
- Both empathetic and resilient, with an open, honest, and flexible approach to work
- Enjoys a challenge, is self-motivated, and is open to new ideas
- Thrives in challenging high outreach environments with potentially low response rates



# What we offer

## Salary

The salary for this position will be £35,000 to £38,000 per annum depending on experience.

## 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 holiday days.

## Salary sacrifice pension scheme

Staff are automatically enrolled into our Group Personal Pension Plan after 3 months, which is offered with two levels of contribution, as outlined below.

Employer contribution % of basic annual salary	Length of pension membership	Employee contribution % of basic annual salary
5%	On joining the scheme	3%
8%	After 6 months the member can choose to move up to this band or stay on the initial rates	5%

## Hours

Our standard working hours are 35 per week and core hours are 9am to 5pm. However, there may be flexibility around these hours with manager agreement. Several roles are undertaken on a part-time basis, and we are open to discussing working arrangements that suit the role, business need and the person in post.

## Additional benefits

We also have a range of flexible, family-friendly policies including enhanced maternity, adoption and paternity pay.

# What's next

We hope this pack has inspired you to join us and given you all the information you need to take the next step. However, if you have any questions about what we do here, the role or need more practical information, don't hesitate to get in touch with Becky Rowson by emailing on:

[rebecca.rowson@crohnsandcolitis.org.uk](mailto:rebecca.rowson@crohnsandcolitis.org.uk)

If you've got everything you need and you're ready to apply, please send your CV and supporting statement to

[jobs@crohnsandcolitis.org.uk](mailto:jobs@crohnsandcolitis.org.uk).

Your statement should give examples of how you meet the criteria of the person specification, and what you feel you would bring to this role.

Final closing date: Monday 23 June 2025, 9am

Please note, applications will be assessed as and when they are received, and interviews arranged, so we may close the position before the closing date if a suitable candidate is found.

We are an inclusive employer and offer equal opportunities to all, regardless of an individual's age, disability, gender identity, marriage or civil partnership status, race, religion or belief, sex and sexual orientation.

If you have a disability and wish to request a reasonable adjustment at any stage of the recruitment process, please contact [jobs@crohnsandcolitis.org.uk](mailto:jobs@crohnsandcolitis.org.uk).

We are not a licensed sponsor at this time. Any offer of employment will be made subject to the applicant residing in the UK and a valid right to work in the UK being provided.










Thank you for  
your interest

You can follow us on social media

 /crohnsandcolitisuk  @CrohnsColitisUK  @crohnsandcolitisuk

 [www.crohnsandcolitis.org.uk](http://www.crohnsandcolitis.org.uk)

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**CROHN'S &  
COLITIS UK**