



# **CANDIDATE PACK**

## **COMMERCIAL DIRECTOR**

**drinkaware**



# WELCOME

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Thank you for your interest in Drinkaware and in becoming our new Commercial Director.

Drinkaware is the UK's leading alcohol charity. Our mission is to use our expertise to give government, industry, communities and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harms it can cause. We deliver our work through public facing campaigns and digital services, information and guidance, evidence led advice to governments and industry, and independent research, consumer insight and evaluation.

Drinkaware is a pretty unique charity, with bold ambitions to reduce alcohol harm in partnership with those around us. We have strong brand awareness for a small organisation, great digital tools and services and a motivated and capable staff team. We're supported by over 300 industry organisations.

We're now in the process of bringing together a new team of senior leaders who can help continue to deliver our transformation. We're looking for people who are more than subject matter experts – people who can lead a portfolio of different functions with drive, determination and care. And we need people who can lead change, whilst bringing our team and our stakeholders on the journey.

As our Commercial Director, you will have a vital role in leading our efforts around innovation, creative thinking, stakeholder engagement, media and brand. All our work starts from our research, evidence and impact – and as such we are looking for people who are fluent in the use of data and have the ability to see things from different angles. You will also bring a background in senior, commercially focused roles, as well as experience of digital marketing, and the communication skills necessary to engage our wide community of stakeholders.

We're seeking individuals who can take responsibility for strategic goals, and who understand how to carefully curate stakeholder relationships across their team, to ensure they are managed and grown. We need to build and extend our insight into our external relationships and reorient our team to focus outwards.

This is an exceptionally exciting time to join Drinkaware, as we're reshaping ourselves to work more dynamically and collaboratively across a complex landscape, as well as to harness the power of partnership working, behaviour change campaigns, high quality research and insight to help more people drink below the low risk drinking guidelines.

If you share our commitment to reducing alcohol harm and believe you bring the experience, drive and commitment we need to drive our impact even further, I very much look forward to hearing from you.

**Karen Tyrell**  
Chief Executive Officer





# ABOUT US

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Together with our network of academics, industry experts, governments, and other key stakeholders, we are capitalising on conversations around alcohol and making it possible to share our advice, tools, and evidence with many more people.

## We deliver our work through:

- Public-facing campaigns and digital services, information and guidance
- Evidence-led advice to governments and industry
- Independent research, consumer insight and evaluation

As a society, our relationship with alcohol has shifted over the last 20 years. Many things have improved, particularly the number of young people choosing to drink less, the significant increase in the uptake of low alcohol and alcohol-free products and a reduction in binge drinking. However, some trends are moving in the wrong direction, including the recent rise in alcohol specific deaths.

We believe that everyone has a shared responsibility for the culture of the society we want to live in. Our work is helping to shift the conversation around alcohol, making it more normal to talk about our drinking habits and reducing the stigma. A cultural shift is needed where addressing alcohol-related issues is met with empathy and understanding rather than judgment.

Like the cost-of-living crisis, alcohol related harm is also not experienced evenly across the population. People on lower incomes, or living in the most deprived communities, are disproportionately affected – experiencing a significantly higher rate of alcohol-specific deaths and alcohol-related hospital admissions than those living in more affluent communities.

As a society, community, and as families, we need to be able to talk more confidently, openly, and honestly about alcohol and the part it plays in our lives. Making that more possible is our task.

## FIND OUT MORE

You can read more about our work at <https://www.drinkaware.co.uk/>



# JOB DESCRIPTION

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**Job title:** Commercial Director

**Reports to:** Chief Executive Officer (CEO)

**Direct reports:** Head of Media and Communications  
Head of Brand and Marketing  
Head of Funding Partnerships  
Head of Commercial Marketing and Product Development

## ROLE PURPOSE:

The Commercial Director will forge powerful alliances with stakeholders and funders, creating a network of partners who work together to reduce alcohol harm. You will turbocharge our income generation, unlocking new revenue streams and expanding our impact and mastermind cutting-edge marketing and communication activity for the charity. This role is critical in ensuring the financial sustainability of the charity while enhancing its visibility and reputation among key audiences.

## MAIN RESPONSIBILITIES

### Senior leadership team responsibility

- Lead the development of commercial opportunities for Drinkaware. Identify future risk and potential benefits.
- Contribute to demonstrating progress against organisational objectives and support/influence sound financial and commercial decision making.
- Advise on organisation wide strategic planning, performance measurement and risk analysis supporting the CEO in ensuring arrangements are in place
- Work closely with the Operations team to ensure that the delivery of operational activity relates to the needs of all commercial and non-commercial relationships and improves our social impact.
- Represent Drinkaware externally and deputise for the CEO when required
- Proven experience in the management of change.

### Income Generation

- Develop and implement comprehensive income generation strategies to diversify and increase revenue streams.
- Identify and secure new funding opportunities, including grants, donations, sponsorships, and partnerships.
- Oversee the development of proposals and bids for funding from various sources.
- Monitor and evaluate the effectiveness of income generation activities, ensuring targets are met or exceeded.





## Stakeholder and Funder Relationships

- Build and maintain effective commercial and non-commercial partnerships with current and potential funders, stakeholders, partners, and donors.
- Lead all financial negotiations with current/potential funders and partners.
- Extend the reach and impact of campaigns through effective partnership activities.
- Develop and execute engagement strategies to keep stakeholders informed and engaged with the charity's mission and activities.
- Represent the charity at high-level meetings, events, and forums to enhance relationships and secure support.
- Ensure timely and accurate reporting to funders, maintaining compliance with all funding requirements.
- Create, develop and share customer insight from all of our stakeholder audiences, widely across the organisation

## Marketing and Brand Positioning

- Lead the development and implementation of marketing strategies to enhance Drinkaware's brand and reach in order to improve the UK's relationship with alcohol.
- Oversee the creation of marketing materials, including digital content, newsletters, annual reports, and press releases in order to improve the UK's relationship with alcohol.
- Develop a programme of content renewal and work closely with Operations to ensure Drinkaware's online presence is managed effectively and efficiently.
- Coordinate public relations activities to raise awareness and support for the charity's work.
- Conduct market research to understand the needs and preferences of the charity's target audiences.
- Advise and guide the Chief Executive (and, as needed, Chair) on reputation risks. In the event of a significant reputational event, convene the Crisis Communications Committee.
- Ensure that all Customer and Stakeholder data is managed by an effective CRM system and framework.



# PERSON SPECIFICATION

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In your written application, please refer to the selection criteria given under Part One, below. Parts Two and Three will be explored at interview with selected candidates.

## PART ONE

### Knowledge and experience

- Educated to degree level. (Business, Marketing, Finance, Communications, Nonprofit Management, or a related field.)
- Proven experience in a senior commercial role.
- Strong financial acumen and demonstrated success in income generation and/or fundraising.
- Strong relationship management skills with the ability to engage and influence a wide range of stakeholders.
- Excellent marketing and branding skills, with experience in digital marketing.

## PART TWO

### Skills and abilities

- Excellent negotiation skills.
- Strategic thinker with strong analytical and problem-solving skills.
- Exceptional communication and presentation skills.
- Ability to work under pressure and meet tight deadlines.
- Strong organisational and project management skills.

## PART THREE

### Leadership style and behaviours

- Passionate about the charity's mission and values.
- Highly motivated and results oriented.
- Collaborative and able to work effectively in a team environment.
- Creative and innovative in approach.
- Integrity and professionalism.





# TERMS OF APPOINTMENT

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## SALARY

The salary range for this role is £105,000-£110,000 per annum on a full-time permanent basis. Starting salary is dependent on experience.

## LOCATION

This role is based at 35 Chiswell Street, London, EC1Y 4SE.

Drinkaware offers a flexible working policy which requires two in-office days per week. You may also be required to travel to Scotland several times a year.

## PENSION

7.5% employer Pension contribution.

## ANNUAL LEAVE

30 days leave per annum, as well as bank holidays and your birthday (non-contractual). You will also have the opportunity to buy or sell up to 5 days of Annual Leave per year.

## ADDITIONAL BENEFITS

- Ability to work outside core hours
- Private healthcare (non-contractual)
- Perks scheme
- Professional subscriptions paid
- EAP
- Learning and Wellbeing Grant
- Life insurance 4x salary



## HOW TO APPLY

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To make an application, please go to <https://starfishsearch.com/jobs/drinkaware-comm-dir/> and 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 set out in Part One of the person specification.

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.

**Deadline for applications is: Monday 16th September 2024**

### RECRUITMENT TIMETABLE

**Closing date:** Monday 16th September 2024

**Preliminary interviews:** w/c 30th September 2024

**Final Panel interviews:** 4th November 2024

