



CANDIDATE PACK

COMMERCIAL DEVELOPMENT AND RELATIONSHIPS DIRECTOR

drinkaware



WELCOME

Thank you for your interest in becoming our Commercial Development and Relationships Director at Drinkaware.

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; digital services, information and guidance; evidence-led advice to governments and industry, and independent research and consumer insight.

Drinkaware is a 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 also supported by over 300 industry organisations.

We've been through substantial change over the last two years and have brought together a strong team of skilled senior leaders to help deliver ongoing transformation. Our senior team are more than just subject matter experts; they are people who can lead a portfolio of different functions with drive and determination, in an environment where we occupy a niche position and everything we do needs a skilled and thoughtful approach. How we tell the Drinkaware story and engage with our broad and distinctive range of stakeholders is also central to the impact we have.

Our Commercial Development and Relationships Director will play a vital role in leading our efforts around stakeholder and media engagement alongside external affairs. Our work begins with research, evidence and impact so we are looking for people who can work with data and are able to view things from different angles. You will bring a background in senior, commercially-focused stakeholder management roles, with experience of strategic communications to frame our work to a range of influential interested parties.

We are extending our insight into our external relationships and reorienting ourselves to focus outwards. We're looking for people who take responsibility for our strategic goals and understand how to carefully curate stakeholder relationships to ensure they are well-managed and developed for today's complex times.

This is a great time to join Drinkaware, as we work more dynamically and collaboratively across a complicated landscape, harnessing the power of partnerships, of behaviour change campaigns, and of high quality research and insight that helps more people drink below the low-risk drinking guidelines.

If you want to be part of this, and believe you have what it takes, we very much look forward to hearing from you.

Karen Tyrell
Chief Executive Officer



ABOUT US

Together with our network of researchers, 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:

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- 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

Job title: Commercial Development and Relationships Director

Reports to: Chief Executive Officer (CEO)

Direct reports: Head of Partnerships
Head of Media & Communications
Head of Public Affairs and Stakeholder Engagement

ROLE PURPOSE:

The Commercial Development and Relationships Director will forge powerful alliances with stakeholders and funders, creating a network of partners who work together to reduce alcohol harm.

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

Strategic communications and public affairs

- Raise Drinkaware's profile with key influencers and opinion formers, ensuring we are the go-to authoritative voice on all issues relating to alcohol harm
- Build strong relationships with key decision makers across government, media and industry
- Confidently deliver focussed public relations strategies to raise awareness and support for the charity's work, ensuring that Drinkaware has a clear organisational and strategic narrative
- Develop and deliver our programme of activity for influence, networking, engagement and PR
- 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

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, 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 strategic communication skills with experience of developing public relations strategies.

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

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 at least 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

To make an application, please go to <https://starfishsearch.com/jobs/drinkaware-dev-rel-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: Friday 9th January 2026

RECRUITMENT TIMETABLE

Closing date: Friday 9th January 2026

Preliminary interviews: w/c 19th January 2026

Informal conversations and psychometric assessments: Between Thursday 29th January and Monday 2nd February 2026

Final Panel interviews: Wednesday 11th February 2026

