

Commercial Manager

Candidate information pack

Together we make it possible



We are Affinity Trust.

Affinity Trust is a social care provider and charitable organisation working in England and Scotland. With more than 30 years of experience, we specialise our support to people living with learning disabilities, autism, and other assessed needs.

Since we were established in 1991, we have been steadily growing and expanding our services to ensure that more people can live an active and fulfilling life.

Our organisation is a registered provider with the **Care Quality Commission** in England and the **Care Inspectorate** in Scotland.

We are a registered charity in **England and Wales** and in **Scotland** and operate as a company limited by guarantee registered under the Companies Act of 1985.

Our approach

At Affinity Trust, we are all about possibilities.

The people we work with have goals to achieve and milestones to reach.

We plan, communicate, and deliver with and alongside people, not for or in place of them.

By challenging harmful assumptions and championing positive change, we empower people to live the life they choose.

We build meaningful relationships and make connections in our communities. We are bold, passionate, and creative in exploring different ways of doing things.

At Affinity Trust, it is possible to live your life, your way.

It is possible to feel ambitious and supported. Courageous and reassured. Independent and encouraged.

It's not one or the other.

Together we make it possible.



Together we make it possible

Purpose

Our purpose is supporting people to live their lives, their way.

Our values



People are at the heart of everything we do.

We listen, we learn, we build on strengths



We give our best.

What we do matters. Good days and bad. We take responsibility.



We work together.

We are one team and value people's strengths and differences. We are open and trusting with each other.



We have courage.

We try new things. We are creative and adaptable.

Commercial Manager

Job description

Reports to: Commercial Director

Responsible for: Delivering commercial growth and efficiency by identifying and leading new business opportunities, developing robust business cases, and coordinating cross-functional commercial initiatives to ensure financial sustainability and social impact.

Job Purpose

To support the Commercial Director in driving the commercial growth and efficiency of Affinity Trust by identifying, developing, and leading new business opportunities and commercial improvement initiatives.

The Commercial Manager will lead the development of business cases for new ventures, partnerships, and service models; analyse financial and market data to assess viability; and coordinate delivery of approved projects.

Working closely with the Heads of Bids & Tendering, Housing & Property, Finance, and Operations, the role ensures commercial activities are strategically aligned, financially robust, and deliver measurable value and social impact.

To support the Commercial Director in driving commercial growth and efficiency, including supporting initial due diligence on mergers, acquisitions, and strategic partnerships to ensure opportunities are financially robust, operationally viable, and socially impactful.

Key Responsibilities

Commercial Growth and Opportunity Development

- Identify, assess, and lead the development of new commercial opportunities, including innovative service models, regional growth, and partnership ventures that align with Affinity Trust's mission and strategic priorities.
- Support the Commercial Director and Executive Team in the initial due diligence of potential mergers, acquisitions, and strategic partnerships, ensuring opportunities align with Affinity Trust's mission, values, and financial sustainability.
- Lead cross-functional project groups to progress opportunities from concept through to approved business case, ensuring strategic fit and financial viability.
- Build and maintain productive relationships with commissioners, funders, and partners to shape and secure new opportunities.

- Support the Commercial Director in developing and maintaining a forward-looking commercial growth pipeline.

Business Case Development and Evaluation

- Lead the preparation of comprehensive business cases for new initiatives, service models, and partnerships.
- Work with Finance to develop financial models, assess return on investment (ROI), and evaluate risk.
- Present business cases and recommendations to the Commercial Director and Executive Team for review and decision-making.
- Support implementation and post-approval tracking of benefits and outcomes.

Commercial Efficiency and Performance

- Identify and deliver commercial efficiency initiatives to improve financial sustainability and value for money across existing contracts and services
- Work with Operations and Finance to review commercial performance, profitability, and contract viability including renegotiation of loss making contracts..
- Develop and maintain commercial dashboards and KPI reports to monitor performance, ROI, and growth outcomes.
- Support contract reviews and renegotiations to ensure commercial and operational objectives are met.

Cross-Functional Collaboration

- Work collaboratively with the Head of Bids & Tendering to ensure commercial priorities are reflected in pipeline planning, tender strategy, and bid evaluation.
- Partner with the Head of Housing & Property to assess the commercial and social potential of housing initiatives and property partnerships.
- Collaborate with Divisional Directors and operational leaders to ensure growth opportunities are operationally deliverable and person-centred.
- Coordinate cross-organisational input into growth projects, ensuring clear accountability and alignment.

Market Insight and Strategic Engagement

- Monitor and analyse national and regional market trends, policy developments, and commissioning activity within social care and supported housing.
- Provide insight and recommendations to the Commercial Director and Executive Team to inform strategic decision-making.
- Represent Affinity Trust externally at sector events, networks, and meetings to enhance profile, build relationships, and identify emerging opportunities.

Reporting and Governance

- Produce clear, data-led reports for the Commercial Director, Executive Team, and Board on commercial performance, pipeline activity, and business case progress.
- Maintain accurate records of commercial decisions, risk assessments, and due diligence.
- Ensure all commercial activities comply with Affinity Trust's governance, financial, and regulatory frameworks.
- Support the Commercial Director by ensuring all merger and acquisition activities are subject to appropriate due diligence, governance, and risk assessment processes, maintaining compliance with Affinity Trust's financial and regulatory frameworks.

Person Specification

Factor	Essential	Desirable
Values	<p>Demonstrates organisational values:</p> <ul style="list-style-type: none"> • People at the heart of everything we do <i>We listen, we learn, we build on strengths.</i> • We give our best. <i>What we do matters. Good days and bad, we take responsibility.</i> • We work together. <i>We are one team and value people's strengths and differences. We are open and trusting with each other.</i> • We have courage. <i>We try new things. We are creative and adaptive.</i> 	
Skills and Experience	<ul style="list-style-type: none"> • Strong commercial acumen and analytical capability. • Proven ability to identify and develop new business opportunities. • Skilled in developing and presenting robust business cases. • Excellent financial modelling and evaluation skills. • Strong interpersonal and stakeholder engagement skills. 	<ul style="list-style-type: none"> • Experience of working with commissioners and Integrated Care Boards (ICBs). • Knowledge of supported housing models and property partnerships. • Understanding of social value measurement frameworks (e.g. TOMs).

	<ul style="list-style-type: none"> • Clear and persuasive communicator, confident in presenting complex information. • Highly organised and able to manage multiple priorities effectively. • Skilled in using Microsoft Office and data analysis tools. • Solution-focused with attention to detail and accuracy. • Ability to work collaboratively across teams and disciplines. • Demonstrable experience in commercial management, business development, or strategic planning within social care, health, or housing sectors. • Proven track record in identifying, developing, and leading new business opportunities. • Experience producing and evaluating detailed business cases and financial models. • Understanding of commissioning and contracting processes in social care. • Experience of improving commercial efficiency or ROI across services. • Strong understanding of market and policy drivers affecting health, care, and housing. 	<ul style="list-style-type: none"> • Experience in due diligence, partnership, or merger activity.
Qualifications	<ul style="list-style-type: none"> • Degree or equivalent professional qualification in business, finance, economics, or a related discipline. • Evidence of ongoing professional development. • Full UK driving licence. 	Professional or project management qualification (e.g. CIMA, APM, CIH, ILM).
Other	<ul style="list-style-type: none"> • Professional and values-led role model, able to act as a credible ambassador for the organisation. • Willingness to travel nationally and stay overnight when required. 	

Next steps

Are you ready to join us?

Salary and Benefits

The salary for this role is £50,000.00 – £53,000.00 pro rata, and we are offering it on a full-time basis.

31 days annual leave pro-rata (including bank holidays), which we increase the longer you are with us.

- **Hybrid working** - We recognise that offering our employees the flexibility to work two days in the office and three days from home not only enhances productivity and sparks creativity but also cultivates stronger collaboration through a blend of in-person and remote interactions.
- **Stream** – an app that gives you access to a percentage of your pay as you earn it, access to coaching, vouchers, discounts, cashback and more.
- **Blue light card** – we will reimburse your Blue Light Card membership which provides discounts in your favourite shops and restaurants.
- **Simplyhealth** - Fully funded health cash plans giving you access to a 24-hour GP, money back on prescriptions, dental treatment, opticians and access to many more health benefits.
- **Buy and sell annual leave** – transfer windows open twice a year.
- **Pension and Life Assurance** - you'll be enrolled into our Scottish Widows pension scheme and our Life Assurance scheme.

Together we make it possible



Affinity
Trust