



# HEAD OF COMMERCIAL SERVICES

# CANDIDATE PACK

JOIN #TeamAD

# JOIN US

## MESSAGE FROM THE CHIEF EXECUTIVE

Action Deafness has been a successful Deaf-led organisation over the last ten years. We have been focused on providing great support and services for our customers who are D/deaf, Deafblind, Deafened and Hard of Hearing.

Our 2027 strategy is directing us towards diversification of income generation so we are looking for a Head of Commercial Services to take us forward to the next exciting stage in our journey.



Craig Crowley  
Chief Executive Office

## THE CHARITY

### ACTION DEAFNESS AT A GLANCE

Action Deafness has been delivering Communications Interpreting and Community & Care for the last 15 years. In the last six years, we have amalgamated five former Deaf charities to extend our geographical reach to the North-East, Midlands (both East and West) and the South.

We have developed a new Hubs service which provides a safe and communication rich environment for customers to meet others and learn new information to promote independence. The Hubs service compliments our support and referral services, information, advice and guidance (IAG), children & young people and families, specialist

(forensic) supported living, floating support and “Deaf Extra Care at Home” service.

Our 2027 strategy encourages us to build, create and develop our services through digital transformation.

We are looking to raise additional funding to support local community activities and invest in service improvements. We want to deliver quality provision that is inclusive to all people and benefits individuals and groups.

# ABOUT US

## OUR TEAM AND OUR WORK

**Our Organisation:** AD is a lively, innovative and growing Deaf-led Charity, providing quality and value for money services across the UK. We cover a patch stretching from County Durham to West Sussex. Our vision is to create great Hubs, great services and great tomorrows.

**Our Quality:** We believe in supporting and developing our teams and are proud holders of CQC (Care Quality Commission), ISO 9001 Quality Management, ISO 27001 Information & Security, ISO 18001 Interpreting, and Cyber Essentials Plus accreditation.

**Our History:** AD was formed in 1897 originally as Leicester & County Mission and was rebranded as Action Deafness in 2007. AD has merged with the following charities – Loughborough & District Mission, Deaf Direct (Herefordshire & Worcestershire), Oxford Deaf & Hard of Hearing Centre and Walsall Deaf People’s Centre. DEAFvibe (Staffordshire) is also included as part of our aspirations in reaching out to the local communities.

The original charity was initially established to provide high quality, safe, accessible and supportive services that make a real difference to the

communities we serve. We are still doing this today.

Right from the start, we’ve understood the importance of offering much more than just interpreting or community support.

We have pioneered an impressive range of services and support for individuals, groups and stakeholders that cover health & social care, learning, community development, social and digital inclusion.

Our **Strategic Plan 2027** contains core objectives focusing on:

**People-Centred** – Our diverse beneficiaries are at the heart of our decision making.

**Integrity** – We are accountable to those individuals using our services.

**Innovative** – We use our lived and professional experience to develop new solutions to existing challenges to D/deaf people’s autonomy.

**Leading** – We create new and empowering asset-based narratives about what it means to be D/deaf.

**Evolving** – We constantly adapt in order to meet the changing needs of our beneficiaries.

# THE ROLE

## AN OVERVIEW

As the Head of Commercial Services for Action Deafness, this role will be crucial in overseeing and managing various commercial aspects within the organisation with a specific emphasis on revenue, growth and income generation/diversification.

The role holder will have responsibility for identifying, delivering and achieving new business opportunities, partnerships and revenue streams for the charity, working closely with the Executive Leadership Team to support the delivery of our current strategic plan.

## WHAT WE NEED

We are looking for someone who has an understanding of social impact and proven experience in a similar role, either in private, statutory or voluntary sectors.

We need someone with strong business and commercial acumen and a proven track record of income generation/revenue via business contracts/tenders/venture partnerships.

Someone with proven experience of negotiating skills, financial acumen and significant experience in budget and sales management. And also significant experience of developing new and innovative ideas for income diversification.

Applicants must have the ability to work independently with minimal supervision and be able to use his/her own initiative. We need someone who is able to

work to tight deadlines and is able to re-prioritise work with lateral thinking and decisive actions.

We are looking for an individual with excellent interpersonal, verbal and written communication skills. Strong organisational, time management and planning skills, with a commitment to self-management and continuous personal development.

Applicants must be IT literate, including the use of MS Word, Excel and Outlook and have experience of databases (CRMs), KPIs and monitoring reports.

A flexible, professional and positive approach to multi-site working with a full driving licence is key.

# REQUIRED COMPETENCIES

## CORE COMPETENCES

### **Self-Awareness and Management**

#### **Definition:**

Self-awareness is an understanding of your own emotions and how they impact on your own behaviour and/or the behaviour of others. It is also about understanding your own strengths and limitations.

### **Relationship Building & Team Working**

#### **Definition:**

Building bonds with others to work collaboratively across organisational boundaries and using these to persuade or gain support to achieve positive outcomes and goals for Action Deafness.

## OUTCOMES

- Understand the need to be strong and positive in the face of adversity but also recognise areas of one's own weaknesses and when to seek guidance and support.
  - Seek feedback and consider it carefully.
  - Look for appropriate opportunities to improve areas of weakness.
  - Manage emotions so as to minimise negative impact on others.
  - Consider approach at meetings to suit needs of others, rather than own preferences.
  - Demonstrate critical reflections of own practice and behaviour by regularly seeking feedback from peers and managers.
  - Highly self-motivated and able to work under own initiative and direction, as well as under guidance, to achieve stated objectives within the necessary timescales.
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- Demonstrate collaborative team working through integrity and behaviours.
  - Demonstrate positive and constructive collaboration between colleagues to contribute towards a positive team-working environment.
  - Identify relationships that are not strong, meet the individual(s) concerned to establish why and initiate actions to build and enhance the relationship(s).
  - Challenge others with respect and courtesy.
  - Create new opportunities for individuals to work together, break down barriers that inhibit effective team working. Challenge others to do the same.

## REQUIRED COMPETENCIES CONTINUED

### CORE COMPETENCES

#### **Innovation and Flexibility**

##### Definition:

The ability to formulate new ideas or to adapt or use existing ideas in a new or unexpected way to solve problems, and to think ahead to spot or create opportunities and maximise them.

#### **Leadership and Management**

##### Definition:

Leading, encouraging, inspiring and supporting others to develop confidence and capability to help them realise their full potential. Managing resources and holding others accountable.

### OUTCOMES

- Innovate, be proactive and solution-minded.
  - Consider changes to own practices.
  - Respond to new ideas by discussing why they might work instead of telling others why they won't work.
  - Investigate options in depth, even when they are the ideas of others.
  - Work in a flexible and agile manner to meet the needs of managers, service users and colleagues.
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- Communicate and gain stakeholder commitment to AD's vision in accordance with the corporate strategy.
  - Provide positive leadership traits and able to inspire and influence stakeholders.
  - Demonstrate personal integrity whilst dealing with colleagues and stakeholders.
  - Able to actively listen and influence others.
  - Continuously seek and/or encourage others to seek opportunities for different and innovative approaches to addressing organisational problems and opportunities.
  - Ensures Health and Safety guidelines are adhered to, to mitigate risk.

# WHAT WE OFFER

**This role is full time, 37 hours per week, with a salary to be discussed and agreed depending on knowledge, skills & experience.**

The role will be home based with regular travel to the office in Loughborough and various locations across the UK in line with business need.

- **23 days annual leave (increasing to 28 days with length of service), plus 8 Bank Holidays.**
- **Company Sick Pay Scheme.**
- **A Health & Wellbeing Day each year.**
- **Pension Scheme.**
- **Free eye tests.**
- **Training & Development opportunities.**
- **Flexible / Hybrid working.**

## HOW TO APPLY FIND OUT MORE & APPLY

**CLOSING DATE FOR APPLICATIONS IS 31ST AUGUST 2024**

To apply, please submit a comprehensive CV along with a covering letter (no longer than two sides of A4) which sets out your interest in the role and encapsulates the aspects of your experience relevant. Please include the names and contact details of two referees. Referees will not be approached until the final stages and not without prior permission from candidates.

**The preferred method of application is email:  
[charlottejefferies@actiondeafness.org.uk](mailto:charlottejefferies@actiondeafness.org.uk)**

All applications will receive a response. All candidates are also requested to complete an equal opportunities monitoring form which will be found at the end of the application process. This will assist Action Deafness in monitoring selection decisions to assess whether equality of opportunity is being achieved.



# HOW TO APPLY CONTINUED

Information from the equal opportunities monitoring forms will not be used as part of the selection process and will be treated as strictly confidential.

**Personal Data:** In line with GDPR, we ask that you do NOT send us any information that can identify any of your sensitive personal data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your CV and application documentation. Following this notice, any inclusion of your sensitive personal data in your CV or application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (eg referees) who have not previously agreed to their inclusion.

**Contact Details:** For a conversation in confidence, please contact Charlotte Jefferies (People Executive) via email: [charlottejefferies@actiondeafness.org.uk](mailto:charlottejefferies@actiondeafness.org.uk). For BSL accessibility please use WhatsApp again to Charlotte Jefferies or to arrange for a Zoom conversation with BSL Interpreter present.

We are committed to ensuring that everyone can access our website and application processes. This includes people with sight loss, hearing, mobility and/or any cognitive impairments.

If you need access to these documents in alternative formats such as BSL, please contact [charlottejefferies@actiondeafness.org.uk](mailto:charlottejefferies@actiondeafness.org.uk)

Candidates invited to attend an interview will be required to provide proof of eligibility to work in the UK. A valid passport would be ideal.

**Please note:** The post holder may require an acceptable Enhanced DBS disclosure for the duration of the employment.





# CONTACT

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Registration No: 06706042



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