

Recruitment Pack
**Commercial
Director**



Welcome!

Thank you for your interest in joining Allergy UK. As the leading national charity supporting those affected by allergies, we are dedicated to improving the lives of millions across the UK who live with allergic conditions.

At Allergy UK, we are passionate about raising awareness, providing trusted advice, and advocating for better healthcare and support. Every year, we support thousands of individuals and families, offering expert guidance, resources, and a strong voice in influencing change.

A key part of our impact is delivered through Allergy Research Ltd (ARL), our wholly owned commercial subsidiary. ARL plays a vital role in supporting our mission by generating unrestricted income through strategic partnerships, endorsement schemes, and innovative commercial ventures. This unique model allows us to amplify our charitable work while ensuring that allergy-friendly products and services meet the highest standards of safety and trust.

This is an incredibly exciting time to be part of our team. As we develop our 2026 three strategy, we are shaping the future of both Allergy UK and ARL to drive even greater impact. This period of growth and transformation will see us enhancing our services, expanding our commercial reach, and strengthening our advocacy to ensure that those affected by allergies receive the recognition and support they deserve.

As CEO, I am proud to lead a dedicated and passionate team committed to making a real difference. If you share our vision and want to contribute to a dynamic, forward-thinking organisation that blends charitable purpose with commercial innovation, we would love to hear from you.

We look forward to welcoming new talent to our team as we embark on this exciting journey together.

Warm regards,

Simone Miles, Chief Executive, Allergy UK



About us



How we work

Our vision

No one
should die
from allergy

Our mission

For the UK to
take allergy
seriously

Our work

Powered by
purpose

At Allergy Research Ltd (ARL), we are the commercial engine behind Allergy UK—the leading national charity supporting people living with allergic conditions. Our work directly enables the charity’s mission to raise awareness, influence policy, and provide trusted support to millions across the UK.

Through strategic partnerships, endorsement schemes, and innovative commercial ventures, ARL generates vital unrestricted income that funds Allergy UK’s advocacy, helpline services, educational resources, and national campaigns. Every product we endorse and every partnership we build helps ensure that people with allergies can live safer, more confident lives.

By joining ARL, you’ll be part of a purpose-driven organisation that blends commercial success with social impact—helping to shape a healthier, more inclusive future for the allergy community.

Our commitment

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We are committed to making the UK a better place for people living with allergies. This means tackling health inequalities, ensuring allergy is recognised as a serious condition, and driving systemic change to improve quality of life for those affected.

At the heart of this commitment is the unique partnership between Allergy UK and its commercial subsidiary, Allergy Research Ltd (ARL). ARL plays a crucial role in enabling our charitable work, generating vital income through trusted commercial ventures that fund our advocacy, support services, and public awareness campaigns.

Together, we are a strong and compassionate voice for the allergy community, standing up for their rights and ensuring they receive the care, respect, and understanding they deserve.

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Looking ahead

At Allergy Research Ltd (ARL), we are entering a pivotal and exciting phase of growth and transformation. As the commercial subsidiary of Allergy UK, our work is central to enabling the charity's mission, generating the income and partnerships that power real change for the millions of people in the UK living with allergic conditions.

Our 2025–2030 strategy places innovation and collaboration at the heart of our future. We are expanding our commercial reach, forging new partnerships with healthcare professionals, policymakers, and industry leaders to drive advancements in allergy-friendly products, services, and standards. By embracing digital solutions and new business models, we aim to enhance the support available to those who need it most.

As ARL grows, so too does our ability to strengthen Allergy UK's voice, supporting national campaigns, improving healthcare access, and addressing health inequalities. Together, we are building a future where allergy care is more inclusive, more effective, and more widely recognised.

Now is the time to be part of something truly impactful. Join us at ARL and help shape the future of allergy care through purpose-driven commercial innovation.

Equality, Diversity & Inclusion

At Allergy UK, we are dedicated to fostering an inclusive and diverse environment, both within our organisation and in the work that we do for the allergy community. We recognise that allergic conditions can impact people from all backgrounds, and we are committed to addressing health inequalities to ensure that everyone has equal access to support, advice, and medical care.

As an organisation, we strive to embed EDI in every aspect of our work, from our internal culture to the services we provide. We value diverse perspectives and experiences, and we actively seek to amplify the voices of underrepresented communities affected by allergies. Our commitment to inclusivity ensures that we are always learning, evolving, and making Allergy UK a place where everyone feels valued and heard.

By staying true to our values and prioritising EDI, we continue to build a stronger, more impactful charity, one that truly represents and supports the diverse needs of the allergy community.

Our values

At Allergy UK, we are driven by our mission to support those living with allergic conditions, ensuring they receive the recognition, care, and respect they deserve. Everything we do is underpinned by our core values, guiding the way we work, collaborate, and make a difference.

Empathy

We listen, understand and advocate for the needs of people living with allergies, putting their voices at the heart of everything we do

Integrity

We are a trusted and credible source of information, ensuring that everything we deliver is backed by expertise and scientific evidence

Collaboration

We work closely with individuals, families, healthcare professionals, policymakers and industry partners to drive meaningful change

Innovation

We embrace new ideas and approaches to improve allergy awareness, education and support

Impact

We are committed to making a tangible difference in the lives of those affected by allergic conditions

Your role



Commercial Director

Job Level: Director

Reports to: Simone Miles, CEO

Contract type: Permanent, full time

Hours of work: 35 hours per week, Monday to Friday (core hours 10am - 4pm)

Location: Flexible, hybrid - minimum 3 days in our office located in Crayford

Salary: £55,000 - £65,000

What you'll be doing

Commercial Strategy & Business Development

- Develop and implement a commercial growth strategy that aligns with Allergy UK's overall mission and 2025-2030 strategy.
- Identify and maximise income-generating opportunities linked to organisational KPI's, which include corporate partnerships, endorsements, consultancy, and training services.
- Lead the expansion of existing commercial ventures and explore new business models that drive unrestricted income for the charity.

Financial & Operational Management

- Ensure all commercial activities are financially sustainable, with clear revenue targets and impact measurement.
- Work closely with the finance team to manage commercial budgets, forecasts, and financial reporting.
- Ensure commercial operations comply with legal, regulatory, and ethical standards, protecting Allergy UK's reputation.

Endorsements

- Oversee Allergy UK's endorsement schemes, ensuring they provide value to both the charity and commercial partners.
- Build strong relationships with key stakeholders, including businesses, healthcare providers, and industry leaders, to enhance our commercial success.
- Ensure that all partnerships and endorsements maintain the highest levels of integrity and credibility within the allergy community.

What you'll be doing

Brand, Marketing & Stakeholder Engagement

- Work closely with the communications team to ensure that commercial activities
- enhance Allergy UK's brand, visibility, and reputation.
- Develop strategies to promote Allergy UK's commercial offerings, increasing engagement with corporate and public audiences.
- Represent Allergy UK at external meetings, events, and industry forums, positioning the charity as a leader in the allergy space.

Leadership & Organisational Impact

- Lead and develop a high-performing commercial/endorsement/ARL team, fostering a culture of innovation, accountability, and impact.
- Work closely with the Board of Trustees and Executive Team, providing strategic insights into commercial performance and growth opportunities.
- Ensure that commercial ventures contribute directly to funding Allergy UK's vital work

What we'd love to see



- Has a strong background in commercial strategy, business development, or corporate partnerships.
- Experience in innovation and product development, particularly in launching new services or commercial offerings.
- Has experience managing, partnerships, or commercial ventures within a health, charity, or consumer-focused organisation.
- Possesses excellent stakeholder communication, presentation and engagement skills, with the ability to build trusted relationships with businesses and industry leaders.
- Is a strategic thinker with the ability to spot opportunities, drive innovation, and develop sustainable revenue models.
- Proven track record of delivering commercial growth and managing above million-pound revenue streams.
- Strong financial acumen, including experience with budgeting, forecasting, and financial performance analysis.
- Excellent leadership and team management skills, with experience in building and motivating high-performing teams.
- Digital and data literacy, including familiarity with CRM systems, digital marketing tools, and data-driven decision-making.
- Understanding of ESG (Environmental, Social, and Governance) principles and how they intersect with commercial strategy.
- Understands the balance between income generation and mission-driven impact in a charity setting.
- Is passionate about making a difference for people living with allergies and ensuring Allergy UK remains the leading voice in the sector.
- Experience working with Boards or Trustees, including reporting and strategic planning.

You might also have...

- Experience in the allergy, healthcare, or life sciences sector, providing insight into the needs of the community and industry dynamics.
- Previous work in a charity or non-profit environment, especially in roles balancing commercial success with mission-driven outcomes.
- Familiarity with public health policy or advocacy, particularly in relation to allergies or chronic health conditions.
- Experience with digital transformation or e-commerce platforms that could support new revenue streams.
- Understanding of impact measurement frameworks, such as SROI (Social Return on Investment), to evaluate the effectiveness of commercial initiatives.
- Professional qualifications in business, marketing, finance, or a related field (e.g., MBA, CIM, ACCA).

What we
offer



Looking after our team

We're really proud of our team and we want to look after everyone as we all work together towards the same goal. Here are some of the benefits we offer at Allergy UK.



Annual pay review in line with current market rates and cost of living



Full time holiday entitlement of 28 days plus bank holidays, pro rata if part time



Employee Assistance programme with 365 day access to counselling and wellbeing support, as well as GP service, financial wellbeing and more



Training & development opportunities including budget for role specific training



Plus all the standard benefits including pension, benefit hub, eye tests, free parking and flexible working

Next steps and recruitment process



How to apply

At Allergy UK, we are committed to creating an inclusive and diverse workplace where everyone is valued, respected, and empowered to thrive. We believe that diversity strengthens our organisation, and we actively seek to build a team that reflects the diverse communities we serve.

We welcome applications from people of all backgrounds and communities. If you're excited about this role but don't meet every single requirement, we still encourage you to apply, you might be just who we're looking for.

Ready to join us?

Please send your CV and supporting statement to us at recruitment@allergyuk.org.

Your supporting statement should include examples of how your skills and experience meet the person specification, role requirements and what you feel you could bring to the role.

If you require any adjustments to apply, for example applying in a different format, or support with your application, please contact jon.rodriguez@allergyuk.org.

Our recruitment process



- Application closing date: Sunday, 15th June 2025
- Initial online interviews to be held on Friday, 20th June 2025
- In person interviews including short presentation to be held on Tuesday 24th June and Friday, 27th June 2025.

In order to ensure an inclusive recruitment process, interview questions will be sent to applicants ahead of interviews and we welcome requests for reasonable adjustments to any part of our recruitment process.

