

Job description

Commercial Business Development Manager – Gluten Free Accreditation & Crossed Grain Trademark

Reports to:	Head of Sales and Account Management
Based at:	Coeliac UK Head Office, High Wycombe with the possibility to regularly work from home by prior agreement with your line manager
Salary grade table:	Commercial (CO3), £42-£46k based on experience
Hours:	35 hours per week.
Holiday:	36 days a year including Bank Holidays
Line management:	None
The role:	Retail & Foodservice sector

Work with leading global brands. Build lasting partnerships. Make a genuine impact.

At Coeliac UK, we're seeking an experienced Commercial Business Development Manager to lead growth across our Crossed Grain and Gluten Free Accreditation schemes. These trusted standards help food producers, manufacturers, and hospitality businesses deliver safe, high-quality gluten free options for consumers worldwide.

In this role, you'll develop strategic partnerships, identify new commercial opportunities, and drive sustainable revenue growth that supports our charitable mission—improving the lives of people with coeliac disease and advancing research towards a cure. You'll join a respected organisation with over 50 years of expertise, recognised globally as the authority on coeliac disease and gluten free living. We're investing in innovation, digital transformation, and new ways of working—and we need a commercially minded leader who can combine business insight with purpose-driven impact.

If you excel at business development, strategic account management, and building high-value partnerships, this is your opportunity to make a real difference.

Key Responsibilities

The Commercial Business Development Manager will lead strategic sales growth initiatives, bring in new high-value partners, and ensure exceptional service delivery across our Crossed Grain Trademark (CGT) and Gluten Free Accreditation (GFA) schemes. This role combines business development and commercial strategy to achieve ambitious revenue and impact goals.

- Drive Commercial Growth: Expand our portfolio of CGT and GFA partners to meet and exceed revenue targets.
 - Strategic Account Planning: Develop and execute account plans, including cross-sell strategies (e.g., Gluten Free Academy training courses).
 - New Business Development: Identify and secure new commercial opportunities with food producers, manufacturers, and hospitality groups.
 - Sales Management: Build strong, long-term partnerships with senior stakeholders, positioning Coeliac UK as a trusted advisor.
 - Contract & Compliance Oversight: Negotiate agreements and maintain compliance with accreditation standards.
 - Data-Driven Performance: Use CRM tools to manage pipelines, forecast revenue, and report on KPIs.
 - Cross-Functional Collaboration: Work closely with technical, marketing, and operations teams to deliver seamless client solutions.
 - Market Insight & Innovation: Monitor industry trends, competitor activity, and regulatory changes to inform commercial strategy.
 - Thought Leadership: Represent Coeliac UK at industry events, webinars, and forums to promote accreditation schemes.
 - Contribution to Growth Strategy: Support development of new products, services, and digital innovations that enhance partner value.
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Knowledge, Skills & Experience

The ideal candidate will demonstrate:

- Proven Commercial Expertise: Significant experience in business development, account management, or B2B sales within food, hospitality, or FMCG sectors.
 - Results Orientation: Track record of achieving revenue targets and driving sustainable growth.
 - Negotiation & Influencing Skills: Ability to secure high-value agreements and build trust with senior stakeholders.
 - Strategic Thinking: Skilled at identifying market opportunities and shaping long-term commercial plans.
 - Technical Understanding: Familiarity with food safety standards, accreditation processes, and regulatory frameworks (desirable).
 - Digital & Analytical Skills: Proficiency in CRM systems, data analysis, and Microsoft Office Suite.
 - Financial Acumen: Ability to interpret budgets, pricing models, and ROI metrics.
 - Communication Excellence: Strong presentation and interpersonal skills, with the ability to engage diverse audiences.
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Additional Key Areas to Include

- KPIs & Impact: Revenue growth, partner retention, new business acquisition, and contribution to charitable mission.
- Travel Requirements: Ability to attend client meetings, industry events, and conferences as needed.
- Personal Attributes: Commercially astute, relationship-driven, proactive, and adaptable to change.
- Mission Alignment: Passion for improving lives of people with coeliac disease and supporting food safety innovation.

Competencies

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the needs of the charity.

COMMERCIAL	
	Grade CO3
1: General Profile	
	Maintains focus on own commercial area; handles less straightforward/complex markets and/or more critical clients where degree of risk is higher
	Develops business opportunities; co-ordinates annual plan
2: Technical Expertise	
<i>Building & maintaining</i>	Demonstrates depth/breadth of knowledge/skills in own area; may be acquiring knowledge of other disciplines/areas
<i>Applying & anticipating</i>	Demonstrates depth/breadth of knowledge/skills in own products/ markets; uses new and innovative selling techniques
3: Client/Organisation Orientation	
<i>Client response</i>	Applies knowledge/skills through handling complex problems and/or co-ordinating work which may extend beyond own area of expertise; shares expertise with colleagues and other departments
<i>Organisation understanding</i>	Anticipates client needs, investigates underlying causes and identifies short and longer term solutions; created and leads business development plans over the short to medium term
<i>Costs</i>	Interprets internal/external business issues; makes changes to own and others' work to meet these
4: Creating & Delivering Solutions	
<i>Problem solving</i>	Aware of profitability needs; manages costs for own commercial projects
<i>Planning & organising</i>	Anticipates patterns and links; looks beyond the immediate problem to the wider implications; takes a new perspective on existing solutions to complex problems
5: Working Relationships	
<i>Communicating, negotiating & influencing</i>	Manages own time and that of others; develops annual plan for own area in line with strategy developed elsewhere; plans specific commercial activities, including forecasting/organising for resource requirements
<i>Teamwork, coaching & guiding</i>	Explains/presents highly complex ideas; anticipates potential objections and prepares case accordingly; negotiates medium to large, complex contracts
<i>Networking</i>	Acts as a facilitator and mentor; moves the team forward; may be informal team leader
6: Other	
	Creates networks internally and externally within and outside own commercial area

