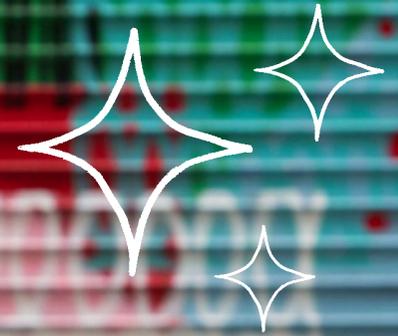


Commercial Services Director

Recruitment Pack



“
Age UK means
life to me.
Simple as that.”



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Words from our CEO

Thank you so much for your interest in joining us at Age UK Lincolnshire.

For over 68 years we've had the privilege of supporting older people across our county to live well, with dignity, choice and independence. That purpose drives everything we do. We see every day the difference the right support, at the right time, can make. Whether that's helping someone return home from hospital, reconnecting them with their communities or simply regaining confidence and control.

We're a team with a 'can-do' spirit. If we can't immediately provide the support someone needs, we don't stop there... we listen, adapt and work together to find a solution. Our team is something I'm incredibly proud of; they're warm, welcoming and deeply committed to what they do and the real difference they make.

If you join us, you'll become part of our Executive Leadership Team alongside me, our Charitable Services Director, our Finance Director and Corporate Services Director. We work closely, supporting one another and collaborating with partners to deliver meaningful, measurable results. We're ambitious for the people we serve and proud to be recognised as an organisation that delivers.

If you'd like to have an informal chat about the role before deciding whether to apply. I would be very happy to speak with you, please just reach out and we can arrange a time to talk.

I hope to hear from you soon.

Michele

Michele Jolly

Chief Executive Officer

michele.jolly@ageuklincolnshire.org.uk





About Age UK Lincolnshire

Our mission

To improve lives of older people.

Our vision

A world in which older people flourish.

Click here to view our Guide to Services



Our values:

Caring & understanding

We recognise and understand the individual needs and requirements of our customers.

Dedicated & Passionate

We are dedicated and passionate about ensuring the voice of older people is heard and valued.

Dignity & Respect

We treat our customers with the dignity and respect that they deserve at all times.

Independence

We are committed to supporting older people to live a fulfilling and independent lifestyle.

Compassionate

We work compassionately to provide services and support to older people in our community.

Age UK Lincolnshire is a well-established, highly successful and innovative organisation dedicated to improving the lives of older people through a wide range of high-quality community services. In an ever-evolving health and care landscape, we are proud to be a trusted, consistent and safe pair of hands for the people and communities we serve.

Currently, we support over 6,500 people each month; work with more than 200 volunteers; employ around 260 staff; have a turnover in the region of £7M and growing; and hold capital assets valued in excess of £1m. We offer a broad portfolio of services, including information and advice, befriending, an activity centre, care in the home and lifestyle support.

Internally, this role will provide strategic direction and operational leadership to ensure the continued delivery of our high-quality services, while working closely with Trustees to enable the organisation to develop and evolve in response to the changing needs of older people locally.

Age UK Lincolnshire has a strong and growing national and local profile. This role is critical in advancing the organisation's wider strategic ambitions and ensuring our reputation and influence continue to grow. We are a member of the National Age UK Network and actively contribute both operationally and strategically to the work of the national organisation.

We play a key role within the changing health and care landscape, working alongside many key partners, including the NHS and organisations across the Integrated Care System (ICS), to support more joined-up, community based care. At the heart of this work is our unwavering commitment to ensuring the very best services and care for older people across Lincolnshire. The Commercial Services Director will support the Chief Executive in strengthening and expanding our contribution within these partnerships, ensuring we remain a stable, influential and reliable partner, always guided by our core purpose of improving later life for the people we serve.



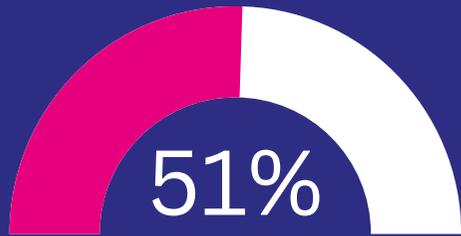
The Community we Support

221,237

PEOPLE OVER 50 LIVING IN LINCOLNSHIRE



THAT'S 42% OF THE AREA'S POPULATION



51%

OF THOSE THAT MEET OUR AGE & GEOGRAPHICAL CRITERIA ARE OVER 65

13%

LIVING ALONE

12%

DISABLED UNDER THE EQUALITY ACT

14%

WITH FAIR, BAD, OR VERY BAD HEALTH

5%

WIDOWED



722 AMBULANCES PREVENTED



1,022 HOSPITAL ADMISSIONS AVOIDED



10,055 HOSPITAL BED DAYS SAVED

THAT'S WORTH

£5,023,544

TO OUR LOCAL HEALTH & CARE SYSTEM

- INCOME (24-25): **£5,213,240**
- EXPENDITURE (24-25): **£5,421,023**
- FREE RESERVES (24-25): **£2,132,608**

18,884 AVERAGE CUSTOMER CONTACTS PER MONTH

100% CARE, COMPASSION AND DEDICATION DELIVERED BY OUR TEAMS ACROSS THE ORGANISATION

DATA YEARER TO DATE 25/26

Key Figures



GENERATED INCOME THROUGH BENEFITS OF

£1,153,367

FOR OUR LOCAL OLDER COMMUNITY

- NO. OF STAFF: **266**
- NO. OF VOLUNTEERS: **200**
- BOARD OF TRUSTEES: **9**



Caring & understanding | Dedicated & passionate
Dignity & respect | Independence | Compassionate

About the Role



Employment Details

Job Title: Commercial Services Director
Head Office: 36 Park Street, Lincoln, LN1 1UQ
Hours of Work: 35 hours per week
(optional four-day compressed week)
Salary: £60,874 per annum
Accountable to: Chief Executive Officer

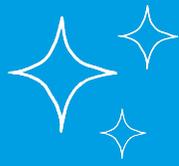


Location & Flexible Working

The contractual base for this role is our Park Street office in Lincoln, where you will be expected to maintain a regular and visible presence as part of the Executive Team. However, the remit is county-wide, and you will spend time across our sites and services throughout Lincolnshire.

We recognise that flexible working enables people to do their best work, so there is scope to balance on-site and remote working where this supports the needs of the organisation and the communities we serve.

Job purpose



The purpose of the job is to provide strategic and operational leadership of the organisation working with the Trustees, CEO, Executive Team, staff teams, volunteers and older people.

Working with the CEO and Board of Trustees in setting direction, identifying future development opportunities, agreeing policies and priorities and monitoring and evaluating performance.

Reporting directly to the Chief Executive this is a commercially driven role which is responsible for generating income and overseeing all income generating services within the charity while also maintaining our charitable aims and ensuring that our clients are at the heart of our services and included in any developments.

As a member of the Executive Leadership Team, you will play a key role in shaping, developing and implementing the future of income generating services, as well as contributing fully to the wider strategic planning and development of the organisation. You will have overall responsibility for the delivery of income generating services as well as developing them across the geographical area to enable more older people to benefit; with particular focus on identifying, implementing and growing new income streams.

[Click here for
the full
Job Description](#)



Person Profile

“ ———
I find it so rewarding to work for Age UK Lincolnshire. You get to see the difference we make every day.



Strategic • Developing • Delivering

Do you have experience in formulating strategies? Are you capable of successfully growing and developing a business?

Can you set clear strategic direction, inspire others and assume command while translating strategic objectives into deliverable operational plans?

Decision Making • Financially Minded • Create Partnerships

Do you possess high-level strategic planning and decision-making skills? Can you effectively evaluate and mitigate risk?

Are you skilled in financial management, with the ability to develop, manage and deliver to budget? Do you have consultation, negotiation and influencing skills, both with internal and external stakeholders?

Have you worked across professional boundaries and in partnership with a wide range of stakeholders?

Inspiring • Communicator • Motivating

Have you managed, led and motivated teams at a senior level? Do you possess highly developed leadership skills, with the ability to motivate, challenge, and engage individuals and teams?

Are you a passionate and inspiring senior leader? Do you have the ability and confidence to communicate with impact to individuals at all levels of the organisation?

Creative • Planner • Engaging

Are you a motivated, talented and creative individual with a real focus on 'leading through people' and able to demonstrate the ability to create a high performing team? Do you possess excellent organisation, planning and communication skills, as well as a high level of personal and networking skills?

Do you have excellent project management experience and skills?



**If you feel you hold these key qualities,
we would welcome your application!**

“

We join together to find solutions others can't.



Benefits

- 28 days annual leave plus bank holidays pro rata dependent on days worked
- Secure free parking
- Access to discounts through the Blue Light Scheme
- Optional four-day compressed week
- Training and development opportunities
- Employee Assistance Programme (via telephone)
- Staff discounts
- On site restaurant

How To Apply

- A covering letter explaining your motivation to apply, how your experience has prepared you to be the Commercial Services Director for Age UK Lincolnshire and your ideas for the role.
- A full CV (tailored to the role as advertised, highlighting relevant experience, knowledge and achievements).
- Contact details for two referees (who will not be contacted without your permission).

These can be sent via email to the HR Manager, Sarah Nend via

Sarah.Nend@ageuklincolnshire.org.uk

If you have any questions please contact Sarah on 07932 438569.

Application Deadline: 31st March 2026

Interviews: 10th April 2026



36 Park Street, Lincoln, Lincolnshire, LN1 1UQ
01522 696 000
ageuk.org.uk/lincolnshire

Age UK Lincolnshire is an independent local charity. Registered charity (No.1078539) and company limited by guarantee (No. 3777156), registered in England and Wales . Registered office: 36 Park Street, Lincoln, Lincolnshire, LN1 1UQ.

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