



Because no one  
should face death  
or grief alone

# Commercial Compliance Manager

Recruitment Pack July 2026

**Closing date  
Tuesday 11th  
August**

# Hello and welcome!

A very warm welcome and thank you for taking the time to open this recruitment pack.

I'm genuinely excited to be sharing this opportunity and hope it gives you a real insight into both the role and what it's like to be part of Sue Ryder.

This position sits within our wider Commercial team, supporting both Fundraising and Retail. Across our teams, we live our values of being **Supportive, Connected and Impactful**. We work collaboratively, celebrate each other's successes, and are always willing to help one another. While many of us work remotely, we've worked hard to build strong relationships and a genuine sense of team, even when we're not together in person.

This role plays an important part in ensuring our fundraising activities are carried out within statutory and ethical guidance. Strong compliance gives our teams the confidence to innovate, helping us raise the funds that enable Sue Ryder to achieve our vision that **no one should face death or grief alone**.

As a large organisation, there are also plenty of opportunities to get involved beyond your day-to-day role. Whether that's contributing to cross-directorate projects or joining one of our four Equality, Diversity and Inclusion networks as someone with lived experience or as an ally, there are many ways to help shape our organisation and make a wider impact.

If this sounds like something you'd enjoy, I'd encourage you to spend a little time exploring this pack and getting to know us better. We hope it gives you a feel for who we are, what matters to us, and whether Sue Ryder could be the next step in your career.

You'll also find details of our recruitment and selection process, including how you can have an informal chat with me ahead of making your decision to apply. We'd love to welcome you, and I hope to speak to you soon.

Best Wishes,

**Katy**

Head of Commercial Support and Governance



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# Our Purpose

We can't stop terminal illness, death, and grief from happening. But we can stop people facing them alone.

At Sue Ryder, we believe that how we die matters. That's why we're committed to being alongside people through the hardest times of their lives, from a terminal diagnosis, through the end of life, and into the weight of grief.

We provide expert palliative and end-of-life care and grief support, offering hope, dignity and kindness when it matters most. Our specialist doctors, nurses, caregivers, counsellors, and volunteers work tirelessly, so that no one has to face dying or grief without the care and support they need.

Every day, Sue Ryder is there for people facing terminal illness, dying, and grieving. And because of you, through donations, fundraising, volunteering, or spreading the word, we can be there for even more people.

Last year alone, we gave over 655,000 hours of care. Every second mattered, and you gave us the means to do it.

You make sure everyone gets the care, kindness, and support they deserve at the most difficult times in their lives.



# Impact and Strategy

Our long-term vision and strategy, 'A better approach to dying and grief', launched in September 2023. Since then, we've focused on making sure we have the right base to build on, putting us in the best place possible to lead this movement for change.

In 2025, our strategy was updated to reflect our future goals.



Our vision and strategy has **five strategic goals**. These are:

- Transforming our palliative and end-of-life care (PEoLC)
- Growing our grief support
- Using our evidence, voice and campaigns to create positive change
- Ensuring we have a positive impact on communities
- Using our expertise to support wider society

**You could play a huge part in this**

# Where you might have heard of us...





# Our values



Values and behaviours are an important part of our individual personalities. They make up who we are and help to define the way we live. The same is true for Sue Ryder as an organisation, with shared values and behaviours underpinning the compassion and expert care and support we want to be known for.

We are one organisation and one team, linked by our values and our ambition to transform the experience of everyone facing dying and grief in the UK. We couldn't achieve this without the support and dedication of our staff and volunteers in hundreds of cities, towns and villages across the UK. No matter where you work or what your role is, you make a vital contribution to our cause.

# Why we need funds?



*Too many lives end in unnecessary pain and distress. Too many people die feeling isolated. Too many loved ones feel helpless, frightened and unsupported.*

*Right now, hundreds of thousands of people in the UK are not getting the end-of-life care they deserve, while others experiencing profound grief, won't receive the specialist support they so desperately need. It's not right. It's not fair. But you can help.*

*Sue Ryder provides expert palliative and end-of-life care and grief support, offering hope, dignity and kindness when it matters most. But we want to prevent more people falling through the cracks – from the moment of diagnosis right to the end. Your donation could bring a specialist nursing team to local communities, giving more people access to care however and wherever they need it. It could also provide a counsellor for those facing grief. It means giving everyone the support in life and in death that they deserve.*



1. We will grow **sustainable net income** over the long term by focusing on net rather than gross income, including all costs in performance evaluation and making impactful investments.
2. We will put **supporters front and centre** in everything we do — building deeper connections with our current base while actively finding, engaging, and converting new national audiences (across all SR touchpoints and services) into long term, committed supporters through fundraising they value and believe in.
3. We will **foster a culture** where every Sue Ryder staff member and volunteer understands and values their influence over and contribution to fundraising success.
4. We will **empower a skilled and passionate fundraising team** by providing the right tools, streamlining processes, and fostering a culture of trust and ownership — enabling them to focus on what drives net income and delivers impact, in line with our values and goals.

# Our Fundraising Strategy

Joining Sue Ryder means becoming part of a fundraising team that's ambitious about the future and passionate about the difference we can make.

Our 26-31 Fundraising Strategy was developed by colleagues from right across the directorate. Together, we shaped a shared vision for where we want to go, how we'll grow our income, strengthen relationships with our supporters and continue finding new ways to make an even bigger impact.

It's much more than a strategy on paper. It helps guide the decisions we make every day, keeps us focused on what matters most, and gives us a shared sense of purpose as we work towards our ambitions together.

At the heart of the strategy are four goals that shape our priorities, inspire our thinking, and help us stay focused on delivering the greatest possible impact for the people and families who rely on Sue Ryder.



# The Team

# Fundraising Senior Leadership team

## Who they are, what they do and what inspires them

**Linda Allen**  
**Director of Fundraising**  
*"I'm inspired by the super supportive, inclusive culture that keep the vital services we provide"*



Two colleagues who sit on the commercial team are also part of Fundraising SLT and report into the Chief Commercial Office with Linda. They are Katy and Richard.



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**Katy Faulkner**  
**Head of Commercial Support and Governance**  
I'm inspired knowing that I make a difference for the people we support, alongside fabulous colleagues and volunteers living our Sue Ryder values and behaviours



**Richard Saint**  
**Head of Commercial Systems**  
I love the collaborative culture at Sue Ryder, supporting each other to positively impact people's lives in their most difficult moments.



**James Wright**  
**Head of Regional Fundraising**  
"I'm so passionate to offer our amazing supporters the opportunity to ensure we keep our services up and running."



**Emilia Carman**  
**Head of Partnership and Philanthropy**  
"I find it inspiring seeing is how passionate everyone is about the work we do, whether healthcare colleagues on the front line or staff in supporting roles to our incredible supporters and volunteers."



**James Robinson**  
**Head of Supporter Engagement**  
"I love working at Sue Ryder because I'm passionate about improving peoples lives"

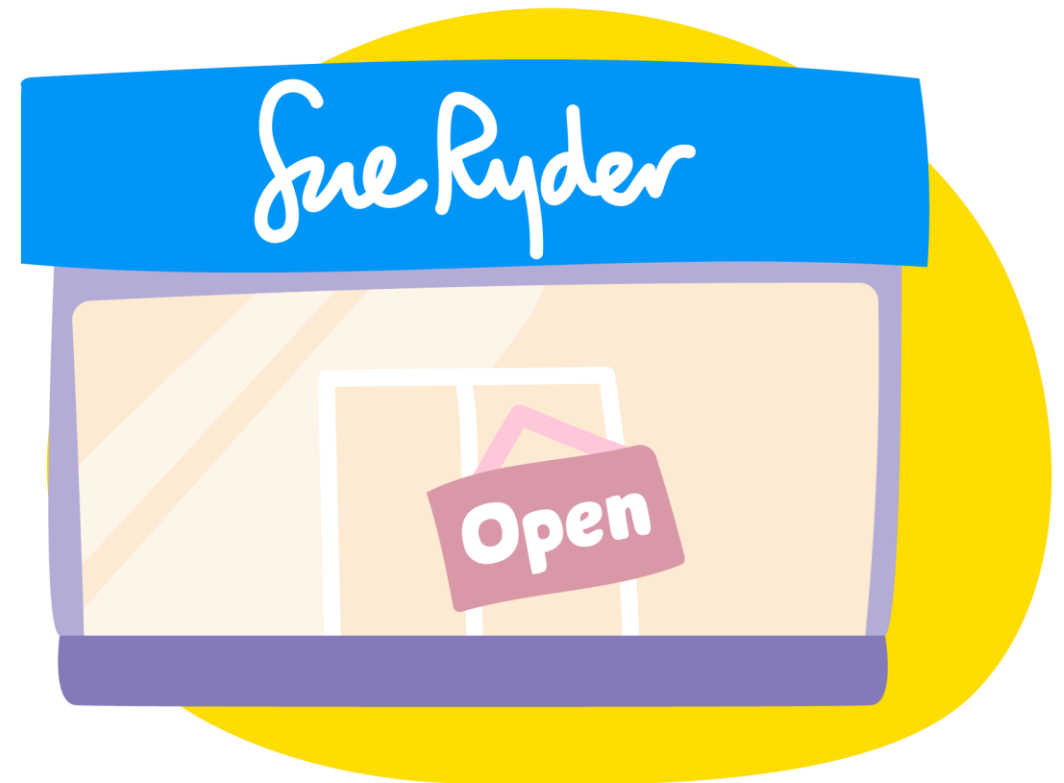


**Susan Bradley**  
**Senior Fundraising Planning Manager**  
"I love seeing when colleagues learn something new and apply in in their daily work. I also love when a plan comes together- not surprising with my role."

# Retail Team



- As one of the leading charity retailers, we have almost 400 shops nationwide with an online business and offices/warehouse in various locations.
- Our shop chain is divided into two regions led by a Regional Manager and each region is divided into six territories led by a Retail Sales Manager.. We are supported by 6,500 amazing volunteers
- Retail Operations provide the communications, systems and processes that enable our shop teams to trade efficiently, safely and profitably
- Retail Support provide a six days support service for our colleagues in our shops, handling topics such as customer queries, property and IT support, induction administration and team rostering



# Your Team & Manager



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**Katy Faulkner**  
**Head of Commercial Support**  
**and Governance**

**YOU!**

**Commercial**  
**Compliance**  
**Manager**

This role line manages Keren, our  
Retail Gift Aid and Data Compliance  
Manager who has 3 direct reports

**Gemma**  
**Walton**

**Supporter Services**  
**and Standards**  
**Manager**

Gemma has 2 direct  
reports in a team of seven  
also works very closely  
with the Commercial  
Compliance Manager

**Lee**  
**Redfern**

**Retail Support &**  
**Projects Manager**

Lee has 12 staff members  
in his team

**Sam Leahy**

**Retail Operations**  
**Manager**

Sam has 2 staff members  
in her team

# Some of our Amazing Fundraisers



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**Dragon Boat Race Bedford 2025**



**London Landmarks**



# The Opportunity

# So... what this role *REALLY* like?

Sue Ryder

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**Before moving on,  
the previous  
postholder shared a  
few hints and tips on  
the role:**

Before starting at Sue Ryder, I wish I'd known joining networks and working groups outside of your team (e.g. I am in the LGBTQ+ Network and Sustainability Group) is a great way to connect with people across the organisation and give you another outlet. It's nice to have conversations with people that aren't always to do with your day job.

My direct teams while I have worked here have always genuinely prioritised wellbeing - my mental health has always come before my work. I have also been given the space and opportunity to learn, grow and suggest and implement my own new ideas.

Patience and resilience to walk people through complex compliance issues they may not understand and initially may see you as a barrier. People-skills to build great relationships with people, having a good level of trust and making them comfortable to share their concerns. Proactive and self-driven to be innovative and come up with new improvements, spotting where teams need support and training and stepping in to offer your help.

I'd describe the team as friendly, loyal and supportive. There is no such thing as a silly question, and wellbeing is always priority number one.

One bit of advice I'd give to the successful candidate is there is a lot of opportunity for improvement within Fundraising as this is a relatively new role, you will enjoy this role if you value working independently to problem solve and be innovative.

# First year successes:



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**Build the foundations that enable safe, confident and innovative fundraising.**

## Three suggested milestones



### Map the landscape

- Review compliance across Fundraising and Retail.
- Understand current processes, policies and controls.



### Identify priorities

- Create a single compliance framework covering every fundraising activity.
- Highlight risks, gaps and opportunities for improvement.



### Drive continuous improvement

- Prioritise the areas that will have the greatest impact.
- Create a clear roadmap that strengthens compliance while enabling innovation.

Creating a single compliance framework providing clear oversight of every fundraising activity, giving teams the confidence to innovate while meeting statutory and ethical requirements.

# A week in the life of...



## Monday

- Plan week priorities
- Catch up with Katy
- Catch up with Planning Team
- Monthly FR Gift Aid review

## Tuesday

- Consent Project Catch up
- Regional Operations team meeting
- Focus time

## Wednesday

- Compliance Data analysis
- Volunteer Training meeting
- Focus Time

## Thursday

- Restricted Donations Audit Catch up
- External Webinar
- Focus time

## Friday

- Retail Digital Gift Aid
- FR Risk Register Review
- Focus time



**Ultimately.,this is what we are all  
here for...**



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**About you**

# About You:



## **Bringing people together**

You enjoy building trusted relationships across different teams, helping people work towards a common goal.

## **Finding better ways of working**

You love improving processes, solving problems and turning ideas into practical solutions.

## **Creating something new**

This is a relatively new role with the opportunity to shape how compliance supports Fundraising and Retail for years to come.

## **Balancing risk with opportunity**

You understand that good compliance isn't about saying "no" — it's about enabling teams to innovate safely and confidently.

## **Thriving in change**

You're adaptable, curious and comfortable responding to new challenges as our Fundraising and Retail strategies evolve.

## **Making a difference**

Above all, you're motivated by knowing your work helps generate the income that enables Sue Ryder to be there when it matters most.

We're looking for someone who enjoys working with people just as much as processes—someone who can build trust, inspire confidence and create practical solutions that help our teams thrive.

# Skills and Experience

## Compliance Expertise

Experience of fundraising, retail or commercial compliance together with a strong understanding of relevant legislation and regulatory frameworks, including GDPR, PECR and fundraising standards.

## Turning Insight into Action

You'll be comfortable analysing information, identifying risks and opportunities, and translating them into practical improvements, reporting and assurance.

## Influencing & Partnership

You'll be confident building relationships across a wide range of teams, influencing stakeholders and helping others navigate compliance with confidence.

## Delivering Change

You'll have experience leading projects, improving processes and embedding new ways of working that make a lasting difference



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# Things That Are Important To Us

# Benefits



- 27 days annual leave, rising to 33 with length of service
- Enhanced maternity, paternity and adoption pay
- Enhanced sick pay
- Carers leave policy
- Paid qualifications and learning and development opportunities
- Cash referral bonus scheme
- Staff finance loans
- Company pension scheme
- Corporate discount with hundreds of retailers and services
- Online Wellbeing Centre
- Season ticket loan
- Free Will writing service
- Structured induction programme
- [See more reasons to work at Sue Ryder on our website](#)



# Equity, Diversity & Inclusion



At Sue Ryder, we believe ED&I is all about building a more inclusive, diverse and empowering culture for everyone who works or volunteers with us. We want our staff and volunteers to feel comfortable speaking out and challenging discrimination; and we feel our workforce should reflect the people we support through our care services, and the communities we serve across the UK. We know we have much more to do to ensure underrepresented communities are represented across Sue Ryder, including in senior positions, but we are firmly committed to taking action and holding ourselves to account.

Our four Equality, Diversity and Inclusion networks are at the heart of driving positive change across Sue Ryder. Whether colleagues join as someone with lived experience or as an ally, everyone has the opportunity to contribute, learn and help us build a more inclusive organisation.



## These networks are:

- Global Cultures Network
  - LGBTQ+ Network
- People with Disabilities Network
- Women and Non-Binary Individuals Network.

## Our networks have three key aims. These are:

- To help us understand the communities we serve
- To challenge the organisation to always strive to do better, creating opportunities to make change
- To support our staff and volunteers, create safe spaces and encourage people to come together.



# Flexible Working



We know that everyone works a little differently, and we're committed to creating an environment where people can do their best work while balancing the things that matter outside of work too.

The way we work depends on where you're based.

- **Colleagues who live outside the M25** are employed on remote contracts, giving them the flexibility to work from home while staying closely connected with their teams through regular virtual meetings and occasional face-to-face collaboration in one of our locations.
- **Colleagues who live within the M25** work on a hybrid contract, spending occasional days as required in our London office or other locations. This gives teams the opportunity to collaborate in person while still benefiting from the flexibility of working from home for the remainder of the week.

Whichever contract you're on, we work hard to stay connected. From team meetings and virtual collaboration to in-person planning sessions and social events, we believe relationships matter and make time to come together when it counts.

## Working with flexibility

For many roles, there's also flexibility in how the working day is organised. We know appointments, school runs and life don't always fit neatly around the working day, so where business needs allow, we encourage open conversations about working patterns that support both the individual and the team.

At Sue Ryder, we care far more about the impact you make than where you're sitting. We're trusted to work professionally, support one another and deliver great outcomes for the people who rely on us.

# Culture and Development



At Sue Ryder, our Culture and Development team is committed to creating an environment where every colleague and volunteer can learn, grow, and thrive.

We focus on **four key areas** that shape a positive and inclusive workplace:

By investing in people, we empower our teams to perform at their best and make a real difference every day. Together, we’re creating a workplace where learning, inclusion, and wellbeing are at the heart of everything we do.

| LEARNING AND DEVELOPMENT (L&D)                                                                                 | ORGANISATIONAL DEVELOPMENT (OD)                                                                                               |
|----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Providing engaging learning experiences and leadership programmes that help people reach their full potential. | Driving collaboration, trust, and continuous improvement to align our people with our purpose and strategic goals.            |
| EQUITY, DIVERSITY AND INCLUSION (ED&I)                                                                         | HEALTH AND WELLBEING                                                                                                          |
| Building a culture of belonging where every voice is valued and differences are celebrated.                    | Promoting initiatives that support mental, physical and emotional wellbeing, ensuring everyone feels cared for and supported. |

**Interested?**  
**Here are the next steps...**

# Recruitment & Interview Process



Choosing a new role is a big decision, and we know it's just as important for you to feel that Sue Ryder is the right fit as it is for us to find the right person. Recruitment is a two-way conversation, and we want you to have the information you need to decide whether this opportunity is right for you.

If you have any questions at all before applying or while considering the role, please don't hesitate to get in touch. I'd be very happy to have a chat.

**Katy Faulkner,**  [katy.faulkner@sueryder.org](mailto:katy.faulkner@sueryder.org)  07770 641138

Once the application deadline has passed, we'll shortlist candidates as quickly as we can. Those invited to interview will receive details of the topics we'll be covering in advance, interviews will be held online over Teams. We will also ask you to complete a short online skills test which will be emailed to you.

We don't believe interviews should be a memory test. Sharing the themes beforehand gives you the opportunity to reflect on your experience and come prepared with examples that best demonstrate your skills and achievements. We hope it helps you feel more confident and able to show us what you can bring to the role.

**Closing date  
Tuesday 11th  
August**



**Sue Ryder**

**There when  
it matters**



# Before you close this pack..



We hope you've learnt a little about us.  
But more importantly, we hope you've seen the difference one person can make.

Because every supporter who leaves a gift in their Will...  
Every family who gives in memory of someone they love...

Every person who calls curious to support us...

Every colleague who chooses to work at Sue Ryder...

...helps ensure that no one has to face dying or grief alone, just like Molly.

If you believe work should have purpose, we'd be delighted to receive your application.