

COULD YOU BE OUR...  
**COMMERCIAL SALES MANAGER**



**WE ARE**

**HIRING**  
COMMERCIAL SALES MANAGER



EDEN.CO.UK IS A DIVISION OF EDEN GROUP LTD

*eden*  
.co.uk

**eden interactive**  
the beginning of something good



**Christian360**



**Publish360**

**LIFE-CHANGING CONTENT. FAITHFULLY DELIVERED.**

## **Introduction**

Thank you for your interest in the Commercial Sales Manager position with Eden.

We're excited to be recruiting for this role to help strengthen and grow the way we serve Christian organisations across the UK - including charities, churches, publishers, dioceses, and other organisations working to support the mission of the Church.

This is a unique opportunity for an experienced and commercially driven sales leader who is motivated by more than targets alone. At Eden, we believe business can be a force for good when it is rooted in trust, integrity, and genuine service. Our partners rely on us to help them connect with the right people, recruit well, and build support for the work God has called them to do.



**Gareth Mulholland**  
Founder, CEO  
The Eden Group



## COMMERCIAL SALES MANAGER

# Build Something Extraordinary

### One Line Job Description

Being part of the wider Marketing and Sales team, the Commercial Sales Manager will be responsible for developing trusted relationships with B2B partner organisations, and building tailored, outcomes-focused packages that genuinely help them achieve their goals.

### Role Summary

Eden is looking for a driven Commercial Sales Manager who wants to work within a meaningful and rewarding environment to help us grow our B2B revenue from the UK Christian organisations market. You'll lead our sales activity across multiple product areas, including partner campaigns / featured media opportunities and solutions, premium recruitment solutions, and digital SAAS services - working to deliver on a combined annual sales target.

This role is ideal for someone who thrives in an SME environment, where you are integral to the life of the business. Someone who enjoys consultative selling, and can combine strong commercial instincts with genuine interest in serving Christian organisations. Our values are Creative Zest, Courageous Growth, and Compassionate Service - which should resonate with you.

### About The Eden Group

For over 20 years Eden.co.uk has equipped millions of Christians with resources to grow their faith. In 2026 we continue to be a flourishing independent Christian retailer with the largest committed Christian audience in the UK, but we have grown into being The Eden Group. Our group also includes Christian360 (a global ecosystem for faith-based content and services); and Eden Interactive (white-label software technology solutions for publishers, charities, and non-profits).

Our cornerstone belief is that "Together, the Church is stronger", and our shared purpose is to enable the gathering of communities who connect meaningfully through technology and content. As a trusted creator of experiences that helps the Church flourish in the UK and globally, we connect people meaningfully through technology, equip them via content and communities, and multiply their impact.

# COMMERCIAL SALES MANAGER

## Role Overview

<b>Title:</b>	Commercial Sales Manager (Christian Organisations)
<b>Contract:</b>	Full-time, Permanent
<b>Location:</b>	Chester, CH1 4QT (minimum 3, ideally 4 days per week in office)
<b>Hours:</b>	40 hours per week
<b>Salary:</b>	£40,000 - £50,000 (DOE)
<b>Benefits:</b>	Competitive salary, flexible working, professional development opportunities, and a chance to lead a mission-driven team.
<b>Reports to:</b>	Group Marketing Director
<b>Closing Date:</b>	27/02/26

### Key role responsibilities

#### Product sales areas

You will lead sales activities across the following core areas:

##### 1) Partner solutions

- Sell advertising and campaign solutions to Christian charities, publishers, and intermediary sector organisations to help them connect more with supporters.
- Work with existing clients to understand objectives (supporter growth lead generation targets, brand awareness, volunteer recruitment) and build tailored marketing packages.
- Maintain and grow existing advertiser relationships and repeat campaigns.

##### 2) Premium recruitment solutions

- Sell premium job listing solutions and enhanced organisation profiles to help Christian organisations recruit the best people to enhance their mission.
- Build recurring revenue through renewals and account expansion.

##### 3) Software & digital services

- Sell a range of digital solutions and services aligned to customer needs.
- Where relevant, support consultative sales of software/SAAS-style products and longer-term service partnerships.



# COMMERCIAL SALES MANAGER

## Role responsibilities

### Sales leadership & revenue growth

- Own and deliver on an ambitious annual revenue target across Eden's B2B product portfolio - leading and coaching a small team of B2B sales colleagues to achieve monthly and quarterly performance goals.
- Build a strong pipeline of opportunities across charities, churches (and their networks), publishers, and Christian sector-focussed marketing agencies.
- Maintain effective pipeline management (stages, forecasting, next steps, probability, expected value).
- Personally manage and close high-value and strategic accounts.
- Drive high performance through clear activity metrics (calls, meetings, proposals, conversion rates, renewals, upsell) and pipeline management.
- Report weekly/monthly performance, forecasting, and team activity against targets.
- Use data insights to improve targeting, performance, and conversion rates. Prior experience of Power BI would be desirable.

### Outreach, account management, & client relationships

- Use varied outreach approaches to identify and build pipelines of prospect B2B customers aligned to our product sales area.
- Develop trusted relationships with decision-makers (CEOs, comms leads, marketing managers, fundraising teams, HR/recruitment leads).
- Ensure high client satisfaction and retention through proactive communication and campaign review.
- Identify upsell opportunities across Eden's product range and introduce additional product services where beneficial.
- Attendance at selected events, conferences, and networking opportunities in the Christian charity/church/publishing sectors to boost the pipeline
- Identify and engage with the marketing agencies that Christian charities use for their lead-generation campaigns. Position the partner opportunities on Eden.co.uk as effective fundraising solutions versus other opportunities they may be currently using.
- Experience of using AI within sales prospecting, pipeline management, and CRM would be desirable.
- Stay informed on market trends, competitor activity, and customer priorities.



## COMMERCIAL SALES MANAGER

# Who we're looking for



### Essential experience

- Proven success in B2B sales with consistent achievement against revenue targets.
- Experience working with customers in at least one of the following sectors:
  - Church / Christian organisations
  - Charity / non-profit
  - Third sector
- Experience selling advertising space / media solutions (digital preferred).
- Strong consultative selling approach: discovery, proposal building, negotiation, and closing.
- Ability to lead, motivate and coach others (formal management experience preferred, but strong leadership capability is essential).
- Strong organisational skills, forecasting discipline, and pipeline management.
- Confident using multiple channels for B2B outreach, lead generation, and relationship-building.
- Comfortable working in an SME environment where self-drive, adaptability, and teamwork matter.
- An understanding of the Christian charity and service sector.

### Desirable experience

- Experience selling SAAS / software products (or longer sales-cycle B2B digital solutions).
- Experience using Power BI or similar reporting/analytics tools.
- Strong experience using a CRM system for pipeline management.
- Existing professional relationships across the UK charity sector.

### Personal attributes

- Commercially sharp, results-driven, and accountable.
- Warm, credible, and able to build trust quickly with values-led organisations.
- Strong problem-solver who can identify customer needs and shape practical solutions.
- Comfortable with change and able to create structure in a growing business.
- A team player who leads by example.



# COMMERCIAL SALES MANAGER

## Culture and Values

Our values aren't just words on a page - they shape how we work together, make decisions, and build our products. We're a team that embraces both faith and innovation, combining entrepreneurial spirit with a deep commitment to serving our users. Our culture is built around three core values that guide everything we do.

### Creative Zest

- Harnessing imagination and vigour
- Pushing boundaries for excellence
- Embracing innovative solutions

### Courageous Growth

- Embracing challenges
- Stepping beyond comfort zones
- Pursuing new opportunities

### Compassionate Service

- Prioritising community needs
- Leading with empathy
- Making positive impact





## COMMERCIAL SALES MANAGER

# What We Offer

- Competitive £40-50k salary, depending on experience.
- A rewarding role, with direct impact on company growth.
- The opportunity to work with well-known Christian charities, churches and publishers.
- A supportive team culture in a growing SME - our values are Creative Zest, Courageous Growth, and Compassionate Service.
- Training and development support.

# How to Apply

We're looking for someone exceptional. Someone who can take ownership of Eden's B2B business sales engine and help us scale it for the future.

We know that the right candidate may not be actively job hunting, so we're keeping our approach flexible and focused on finding the person who fits both the role and our mission.

There's no fixed closing date, though the need for this role is very alive. What matters most is finding a person with the skills, experience, and mindset to strengthen our team and help Eden.co.uk continue to grow as the trusted foundation of the Eden Group.

If this opportunity excites you and you'd like to explore it further, please email **[lynn.williamson@eden.co.uk](mailto:lynn.williamson@eden.co.uk)** to start the conversation.



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