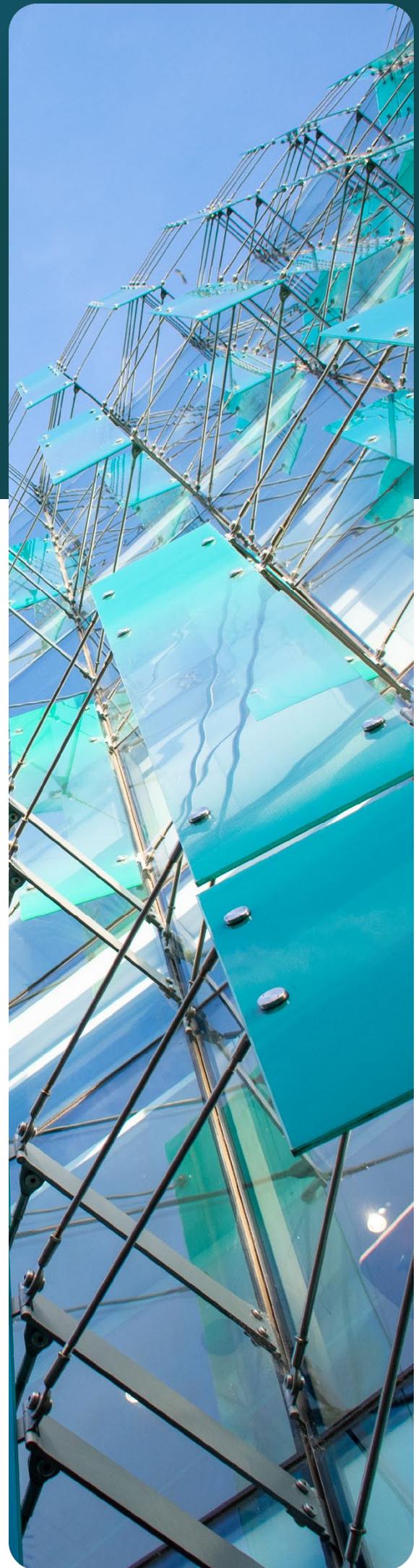


# deciphər

## **Ryman Healthcare Commercial Manager**

Position Description and  
Additional Information

*February 2026*



## Commercial Manager - Customer

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### JOB DESCRIPTION

**Responsible to:** Chief Customer Officer

**Role Purpose:**

Drive commercial and financial outcomes for the Customer function by identifying, analysing, and leveraging strategic and key value drivers. Working closely with the CCO, the Commercial Manager plays a key role in providing commercial insight to support quality decision-making cross functionally, leading key commercial negotiations, managing commercial risk and to optimising business performance and strengthen strategic partnerships to ensure that Ryman remains the market leader.

This role requires strong commercial acumen, analytical capability and strategic thinking, combined with a hands-on, collaborative and data-driven approach to influence decisions, challenge assumptions, and deliver measurable commercial outcomes.

**Key relationships:**

Members of the Senior Executive Team and Senior Leadership team. Senior leaders within Strategy, Finance (primarily Finance and Insight Business Partners), Customer, Operations, Technology, P&C, D&P, and Sales functional teams. Third party advisors, consultants, vendors and suppliers where required and appropriate.

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**Key Performance Accountabilities:**

**Commercial Performance and Strategy**

- Identify, measure, and influence key commercial drivers for the Customer function to support Ryman's market leadership
  - Collaborate with Finance and the CCO to assist in the developing and monitoring of budgets, ensuring accurate forecasting in specific areas or initiatives, and alignment with strategic objectives
  - Define, align, and monitor annual and periodic sales targets and KPIs in partnership with the CCO, GM Sales, and People & Culture, establishing stretch targets to challenge and elevate sales team performance
- Develop and refine commercial and sales models, including forecasting performance, pricing shifts, customer demand, and market opportunities
- Ensure clear visibility of performance across sales and commercial metrics, identifying underperformance and working with relevant stakeholders to implement plans to address gaps
  - Partner with the CCO and GM Sales to support data-driven, commercially sound decision-making.

**Forecasting, Modelling and Data-driven commercial Insights**

- Build and maintain accurate and timely forecasting models to guide strategic decision-making

- Analyse sales, pricing, and market data to generate high quality, actionable insights that enhance commercial outcomes and future commercial strategy  
Work closely with Finance and Insights Business Partners to ensure demand forecasting and pricing inputs are robust, well-governed and strategically aligned
- Continuously recalibrate sales and demand forecasts based on performance data and evolving market dynamics, ensuring forecast accuracy and reliability

#### **Financial Analysis and Performance Monitoring**

- Conduct variance analysis to understand drivers of performance against budget, forecast, and key commercial targets
- Monitor financial and commercial KPIs, ensuring clear visibility of performance trends, emerging risks and improvement opportunities
- Identify opportunities to enhance profitability and operational efficiency across the Customer function, providing clear recommendations and partnering with stakeholders to implement improvements.

#### **Commercial Governance and Partnerships**

- Establish and maintain effective commercial frameworks — including quality standards, commission structures, and at-risk earnings models — that drive accountability and results.
- With support from Procurement, identify and negotiate strategic commercial partnerships that enhance sales opportunities and deliver a market leading service proposition
- Lead or support negotiations with external partners, suppliers, and strategic vendors to ensure commercial arrangements align with organisational objectives.
- Work closely with Legal, Finance, and Compliance to ensure commercial risk is minimised and contractual obligations are clear and well governed.
- Champion consistency and best practice for commercial processes, identifying and implementing improvements in processes, systems and partnership management to lift overall performance.

#### **Stakeholder Engagement and Commercial Leadership**

- Be a key link across Sales, Pricing, Finance, Procurement, Legal, and other relevant stakeholders to ensure clarity, alignment, and informed decision-making within the Customer space.
- Translate complex commercial insights into clear messages that influence decisions and drive improvements
  - Support the CCO in identifying and delivering commercial improvement initiatives that strengthen business outcomes
- Combine strategic thinking with hands-on execution, bringing people along for the journey while delivering tangible results.

#### **Board Reporting**

- Prepare clear and concise commercial and financial insights for senior leadership and, where required, board-level reporting.
- Present commercial performance updates, highlight risks, and provide strategic recommendation

### **Leadership Responsibilities:**

- Provide leadership that supports a high-performance culture in the team that delivers long term sustainable results, drives innovation to meet our goal of delivering the best retirement experience, whilst growing value for all stakeholders
- Lead and model the Ryman Characteristics and consistently deliver the Ryman Leaders Expectation
- Support strong succession within the team, balancing 'grow our own philosophy' and bringing in new capability to deliver 'bench strength'
- Work collaboratively and effectively with SET and other senior leaders, to develop a connected and integrated team
- Lead relevant sustainability initiatives to deliver ongoing sustainability goals.

**Health, Safety and Wellbeing Responsibilities:**

- Motivate and inspire your team and contractors to deliver work safely and ensure we 'Do it safely or not at all'
- Verify that all applicable health, safety and wellbeing induction, training, instructions, policy, and procedures are implemented and followed
- Understand the work carried out within your area and the related health, safety and wellbeing risks, particularly the critical risks
- Exercise due diligence to ensure individual compliance with health, safety and wellbeing duties, and obligations.

**Key Competencies:**

- Problem Solving
- Drives Performance
- Personal Awareness
- Functional/Technical Knowledge
- Financial Agility
- Strategic Thinking

The management of Ryman Healthcare reserve the right to vary the responsibilities set out above as circumstances may require and direct the employee to perform such other duties as delegated, as reasonably practical.

**Declaration:**

I hereby certify that I have read and understood the details and duties of this job description.

Signature of employee \_\_\_\_\_

Date \_\_\_\_\_

Signature of employer \_\_\_\_\_

Date \_\_\_\_\_

**Ryman Characteristics**



## Our process



### **OUTREACH AND ADVERTISING** | Applications close 20 March 2026

Potential candidates identified through targeted search; applications reviewed and responded to.



### **APPLICANT SCREENING** | Mid to Late March

Initial screening of applications as they are received. This may include a discussion with candidates about their motivations for applying. We aim to run a timely and efficient process.



### **SELECTING AND SHORTLISTING** | Late March

Once the role has closed our team will present the most qualified candidates to the client. Within this period, all applicants will receive notification of the status of their application.



### **CANDIDATE INTERVIEWS** | Late March

Decipher Group prioritises a robust and consistent interview framework, based on a behavioural and competency-based assessment. Candidates will be advised of the interview structure and who will be present on the panel. All interviewed candidates will receive prompt feedback and will be advised of next steps once we have debriefed with the interview panel.



### **VETTING AND DUE DILIGENCE** | Early April

We conduct thorough background checks and referencing to further assess competencies of preferred candidate/s. Decipher Group utilises a third-party provider for pre-employment and probity checks such as criminal history, qualification, employment history and bankruptcy. Our team will notify you in advance prior to us contacting your referees. Throughout the entire process, candidate confidentiality and privacy remain an absolute priority.



### **DECISION AND ONBOARDING** | Early to Mid April

Following a rigorous evaluation, a conditional offer of employment will be made, subject to the completion of the above stage. Our team will communicate regularly with both the client and the successful candidate during this period. At the conclusion of the recruitment process, all remaining candidates will be notified, with the opportunity for feedback.

## Commercial Manager – Customer

- Match strategic thinking with practical execution
- Partner with leaders to drive performance at pace
- Join Ryman Healthcare in Christchurch

## Ryman Healthcare | A Leader in Retirement Living

Ryman Healthcare is a recognised leader in retirement living and aged care across New Zealand and Australia. With a significant development pipeline, substantial capital investment and a long-term growth horizon, Ryman operates at scale in a complex and highly competitive environment.

As the organisation continues to strengthen performance and sharpen its commercial focus, disciplined governance, clear performance visibility and confident decision-making are critical. This requires leaders who can identify risk early, unlock opportunity, and move decisively - all within a values-led organisation grounded in care, respect and quality.

Within this context, the Customer function is central to revenue performance, pricing strategy, demand forecasting and market responsiveness. As Ryman continues to evolve and build commercial capability, this role will play a critical part in shaping performance outcomes in a transforming and fast-paced environment.

## The Opportunity | Shape commercial performance

Reporting to the Chief Customer Officer, the Commercial Manager – Customer sits at the intersection of strategy, finance, sales and customer performance. This is a role for someone who can operate confidently at pace - providing sharp commercial insight, identifying strategic and financial levers, managing risk, and enabling confident decision-making across the Customer function.

As the Commercial Manager, you will:

- Identify, analyse and influence the key commercial drivers underpinning revenue and margin performance.
- Develop and refine sales and commercial models, including forecasting, pricing and demand optimisation.
- Provide robust commercial insight, scenario modelling and performance monitoring to support disciplined decision-making.
- Identify strategic and commercial risks and opportunities, proactively recommending interventions.
- Lead or support negotiations and commercial partnerships that strengthen performance outcomes.
- Translate complex data into clear, commercially sound recommendations for senior leadership and Board reporting.
- Act as a trusted advisor to the CCO, supporting leaders across the Customer function to lift capability and drive stretch performance

This is a visible role where strategic thinking must be matched by hands-on execution. You will challenge assumptions, bring clarity to complexity and drive measurable commercial impact.

## About You | Commercial Capability

You are commercially astute, analytically rigorous and energised by performance environments. You may have built your career in a high-growth or entrepreneurial business where pace, adaptability and sharp commercial judgement were essential. You are comfortable operating in environments undergoing change and transformation, and you bring confidence, credibility and resilience to senior stakeholder engagement.

You will bring:

- Proven experience in a senior commercial, strategy, finance or performance role within a dynamic, growth-focused organisation
- Very strong business acumen, with the ability to identify and pull the commercial levers that drive performance
- Demonstrated experience assessing and managing commercial risk while unlocking opportunity
- Advanced capability in forecasting, modelling and financial analysis
- Experience influencing senior leaders and contributing to Board-level insight and reporting
- Strength in negotiation and commercial partnership management
- A collaborative leadership style that supports peers and enables executive decision-making

Importantly, you are dynamic, pragmatic and outcome-focused - equally comfortable shaping strategy and rolling up your sleeves to deliver results.

## What's in it for You?

In taking on this rare Commercial Manager role, you will:

- Influence enterprise-level commercial performance in a market-leading organisation
- Work closely with the Chief Customer Officer and senior leaders
- Contribute to performance in a transforming business environment
- Join a values-led organisation that balances commercial discipline with genuine care

If you are ready to bring commercial sharpness, strategic judgement and performance intensity to one of New Zealand's most respected organisations, we would welcome your confidential enquiry.

At Decipher Group, we are proud to partner with Ryman Healthcare on this appointment.

For a confidential discussion, please contact Leanne Crozier, Director Decipher Group on 021 245 2224 or by email to [leanne@deciphergroup.co.nz](mailto:leanne@deciphergroup.co.nz)

Applications close COB Friday 20<sup>th</sup> March.

Please do not email us your CV and Cover Letter. Please use the *Apply Now* link on our



## Our Diversity, Equity and Inclusion Statement

Decipher Group care deeply about helping individuals achieve their full potential and supporting organisations to thrive by working toward a more progressive future.

Fostering a culture of inclusion and belonging that truly values individual differences, backgrounds, and perspectives ignites creativity and new ideas – and this is part of what makes our team exceptional. For us, progress is the only goal worth benchmarking.

**deciphər**

PO Box 239, Christchurch 8140  
Level 4, 151 Cambridge Terrace

[deciphergroup.co.nz](https://deciphergroup.co.nz)  
[admin@deciphergroup.co.nz](mailto:admin@deciphergroup.co.nz)

021 245 2224