

Senior Commercial Manager

Job Title	Senior Commercial Manager
Line Manager	Commercial Director / Sales Director
Department	Commercial
Location	Flexible

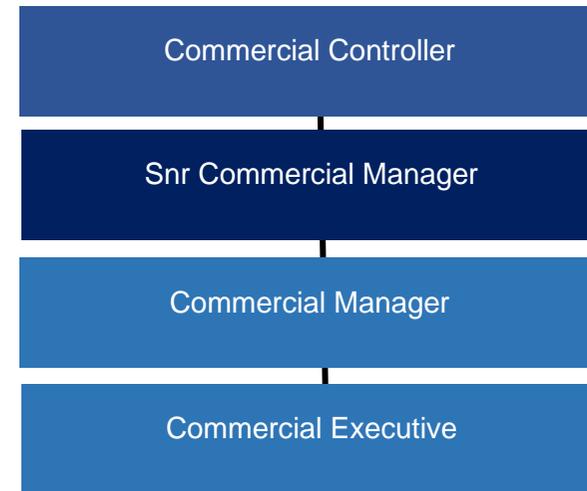
Purpose

To take an active lead in driving the growth of their retail category, through maximising opportunities for sustainable sales with profitable margin that delivers the company objectives. Whilst leading and managing growth and development of our business within a defined customer base. Ensuring accurate forecast management and a growth mindset to deliver against business objectives.

As part of the commercial team this role will focus on the 'business development and improvement' of a strategic retail partner within our business. It will therefore be responsible for contributing to the business, through effective collaboration to achieve targets and objectives.

Due to the high-profile nature of this retailer account, the Senior Commercial Manager is expected to provide leadership and direction to junior members of the wider category team(s). They should strive to impress on others (internally and externally) our company values.

Organisation Chart



Key Responsibilities\Measures of Success

- P+L responsibility for a defined account or portfolio of accounts leading to the growth of our business in line with objectives.
- Creation and agreement of Customer Joint Business Plans.
- Line management: become a mentor, people management or support others development in the team or wider.
- Effective evaluation of promotional performance and developing recommendations to maximise promotional effectiveness.
- Work with marketing to develop and implement the strongest possible customer plans including instore and online activation plans.
- Effective internal and external communication of performance, recommending specific actions where the business looks to consolidate areas of strength as well as rectify underperformance.
- Champion the customer within the Pilgrims Europe.
- Ownership of Customer Strategy and wiring plans.

- Management of the forecast and risks & opportunities to plan.
- Full responsibility for developing and agreeing annual joint business plans with the customer across all routes to market and product categories.
- Ensure focus on fast developing new 'ROUTES TO MARKET' e.g. convenience store formats and on-line. This is critical to the role!
- Deliver the budgeted commercial KPI's in line with annual budgets & ZBB process. In addition to this agree with Sales & Marketing Team a set of 'stretch' business improvement targets in line with the corporate 'Close the Gap.'
- Work through SOP process to deliver monthly performance measures.
- Identify market opportunities through analysis, research, and customer contact.
- Champion the needs of the market and customers throughout the organisation.
- Manage & development of promotional plans to maximise sales & margin mix.
- Integrate the sales strategy into group business plans, budgets, forecasts, and performance targets and contribute to overall group planning.
- Take an active and participative role in the daily and weekly planning meetings ensuring that your customer is fully represented and informed of all service level issues.
- Lead, develop and motivate all employees that directly impact on your customer performance. Create and maintain a culture of ongoing customer improvement throughout all functional areas of the business.
- Provide regular feedback on account development to all functional areas. Make sure that people understand the impact they can have on customers.
- Ensure each product category is managed in line with the business plan i.e. weekly & monthly appraisal V's plan and appropriate corrective action planning.
- Develop and implement individual customer JBP's to build strong relationships and position the company on the inside track of key customer needs and requirements.
- Agree and implement 'WAYS OF WORKING' contract with each commercial function within your customer i.e. weekly / monthly meetings measuring performance against JBP and managing any appropriate corrective action plans. Manage and coordinate all meetings and feedback.
- Monitor customer performance and satisfaction levels to identify any issues which may threaten sales and take appropriate action when necessary.
- Review, assess and improve commercial processes and support structures to deliver best in class performance.
- As a manager within the commercial function, you will be required to coaching and development, the key job skills and behavioural competences required into the sales and marketing teams.

Customer specific (not applicable to all roles)

- Working with the category and customer marketing manager you will use appropriate market data base and intelligence and ensure that marketing plans are based on sound analysis and are information led, viable and realistic.
- Working with the senior category marketing manager you will manage marketing and PR activities / budgets to ensure value for money and return on investments.
- Working with the category and customer marketing team and the Product & Innovation team you will support a market led NPD programme to ensure product offering is best in category and to drive sales, margin, and market share growth.
- Manage the NPD programme within budgeted costs and timescales and to ensure that spend represents a reasonable investment.
- Manage the gate processes and related product launches to meet customer/consumer requirements and achieve best in class standards and thus create competitive advantage in the market.

Skills & Knowledge

Essential

- Strong background in major retail account management. Typically, a minimum of 4 years working at Commercial Manager level within our industry given the high-profile nature of such accounts.
- Experience of working with at least one of the top Grocery multiple accounts.
- Own label or branded experience.
- A proven track record of demonstrable successes.
- A relationship builder who can work with the major grocery accounts.
- Able to gain customer credibility quickly.
- Highly analytical with excellent project management skills
- Concise communicator with strong people skills.
- Willing to listen and willing to learn.
- Excellent presentation skills.
- Initiative-taking, able to self-manage.
- A can-do approach; gets the job done. High energy levels.
- Able to function well in a team, but also work well on own.
- A tenacious character that can facilitate and direct; not fold under demands and can push through ideas. Tough and highly resilient.
- Able to function in a fast-moving pressurised environment. Calm in a crisis.
- Previous success in leading and mentoring junior members of the team.
- Able to develop and have the capability to get colleagues motivated to get the job done.
- Understand consumer preferences as well as retailer preferences.
- Highly organised, through account management ability. Able to prioritise and make decisions.
- Smart, professional, polished.
- The ability to lead and set direction while remaining very hands on.
- Able to adopt and grow within a fast moving and proactive business.
- Excellent negotiation and influencing skills.
- Results driven individual.

- Experience of MS Office suite with good Excel skills.

Desirable

- Preferably experience gained in a major Food or FMCG organisation with a good reputation for structured sales training.
- Experience of developing and implementing effective sales strategies & promotions.
- Understanding of category management.
- Understand the principle of product development experience and take on active interest in NPD and understanding of manufacturing processes.
- Track record of successful growth and development within existing accounts.
- Actively influencing events, finding ways of improving relevant processes.
- Able to gain respect from colleagues.
- Assess and make recommendations in relation to future trends.
- People management experience. Experienced in development reviews, objective setting, performance management etc.

Qualifications [Accredited]

Essential

- Full Driving Licence and ability to be able to travel to different sites as required.

Desirable

- Degree qualification is preferable but not essential.

Behaviours

- Our values are at the heart of our business and drive everything we do. Availability is key as we are receptive, open, and prepared to take on new challenges. Humility is important to us as we listen and respect each other and value opinions of others. Discipline is vital to fulfil commitment internally and externally. We need to be truthful to each other and respectful of other opinions, so Sincerity drives us. At Pilgrim's we focus on what is practical and important so through Simplicity, Ownership and Determination brings success.