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| ROLE PROFILE | | | |
| Job title | Head of Commercial | Date | February 2024 |
| Business | Samworth Brothers Food to Go | | |
| Department | Commercial | | |
| Location | Leicester | | |
| ROLE SUMMARY | | | |
| The Head of Commercial will be responsible for the relationship and performance management of customers across retail and coffee shop customers for Samworth Brothers Food to Go.  This role is a critical member of both the FTG Commercial Leadership Team (CLT). There is interaction with all FTG manufacturing facilities as required.  Our FTG commercial vision is to create “one trusted empowered team, building collaborative partnerships that deliver sustainable growth by meeting the changing needs of the FTG consumer”. We aspire to grow the FTG business, enhance our profitability, and to become the recognised supplier of choice in FTG.  The primary function of this role is to support and deliver against the FTG Category & Commercial Strategy and financial position, focusing on building close and trusted relationships with our customer partners and internal teams, leading our teams to deliver against our vision and aspiration, and ensuring we are active leaders within the categories we operate. You will ensure we deliver against our budget commitments and growth agenda.  Your role on the CLT will be to work closely with the Commercial Leadership Team to ensure we are working in collaboration to deliver against our strategy and to lead the teams to drive business performance. You will drive and support internal processes and ways of working to strengthen and develop other supporting functions.  You will work closely with the customer and internal functions to oversee the successful creation of account strategies, management of NPD & EPD launches, end to end activity, promotional and pricing strategies including the management of cost and flow through models. All change will be managed with full transparency with key stakeholder support. A collaborative, proactive approach is essential, as well as being able to navigate a cross-category, cross-functional matrix structure.  You will have direct reports who will primarily manage the day-to-day customer contact and administrative tasks for example forecasting, customer requirements (new lines forms, promotions, invoices) and other internal documentation. By taking a longer-term view, and by engaging with senior stakeholders across the business, you will ensure that we have compelling long-term plans that support the success of the day-to-day natural work team and ensure we are focused on our key strategic priorities. Working creatively to drive growth and a performance management culture.  Our people and our culture are critical to our success. You will take a keen interest in developing the individuals in your team, implementing a development plan for each which encapsulates key strengths, development priorities and plans to support these along with a clear career development path to follow all tailored to suit the individual’s needs and aspirations.  We have been rated #1 by our retail customers in the Advantage Group Survey for 3 consecutive years. By putting the customer at the forefront of everything we do, our ambition is to retain this and further improve the key measures across our customer base in the coming years. This role will be key to making that happen, and the culture that you create in your team will be the difference that sets us apart from our competition. | | | |
| REPORTING STRUCTURE | | | |
| Reports to | Category Commercial Director | | |
| Directs | Working in a matrix for all customers with technical, development, category, finance, procurement and operations | | |
| Key internal stakeholders | FTG Leadership Team  FTG Commercial Leadership Team  Futures Team  Group Procurement | | |
| Key external stakeholders | Customer cross functional teams across retail and coffee shop customers. | | |
| KEY ACCOUNTABILITIES AND RESPONSIBILITIES | | | |
| 1. Active management and full accountability of all financial metrics to the agreed minimum gross margin % 2. Delivery of customer, bakery and total FTG NOP targets 3. Always maintaining excellent communication with our customers 4. Take a leadership role across all functions in key decision-making using experience, judgement, commercial acumen with a full understanding of any potential impact to the business or customer with mitigating factors. 5. Responsibility for the management and accuracy of the commercial forecast change process with all changes being captured and communicated to relevant stakeholders. 6. Ensure that all customer administrative tasks are completed to a high standard 7. Ensure customer service levels are managed and maintained with high quality communication between the business and our customer with any appropriate actions implemented and followed up. 8. Work with development, process, technical and operations to track the progress of NPD/EPD/E2E launches to ensure all target dates are hit and commercial/financial expectations are tracked and measured. 9. Highly effective stakeholder engagement, internally and externally 10. Play an active role in the development and execution of the FTG Commercial Strategy and build and execute account level strategies that deliver for both our customers and us 11. Work in partnership with the category and development teams, to create insight-led propositions that deliver results, and which elevate Samworth Brothers FTG within our customers to a category leader and supplier of choice. 12. Management and development of 5 reports. | | | |
| QUALIFICATIONS, EXPERIENCE, TECHNICAL SKILLS / KNOWLEDGE | | | |
| * Degree education or equivalent preferred. * Experience within FMCG and Food Manufacturing * Excellent leadership skills with strong interpersonal and communication skills to enable highly effective influencing across the business, group and customers. * High commercial acumen and numerical ability to facilitate effective decision making and the proactive management to minimise any impact * Strong organisational, presentation and project management skills to assist with deadline delivery * High performer who is a passionate team player, effective leader and with the desire to drive change and improvement | | | |
| CORE COMPETENCIES, ATTRIBUTES & BEHAVIOURS FOR SUCCESS | | | |
| **Competency** | **Descriptors** | | |
| Values People | *Demonstrates the belief that people are our most important asset and central to the success of the organisation. Everybody should be treated with dignity and respect at all times.* | | |
| Customer Focus | *Demonstrates the understanding that the satisfaction of our internal and external customers is the foundation of our success* | | |
| Collaborative Team Working | *The willingness to act as part of a team and work towards achieving shared objectives through adopting best practice in line with PQP and Federalism.* | | |
| Flexibility & Adaptability | *The ability to change and adapt own behaviour or work procedures when there is a change in the work environment, for example as a result of changing customer needs.* | | |
| Initiative & taking ownership | *Steps up to take on personal responsibility and accountability for tasks and actions in line with PQP and Federalism.* | | |
| People Management (indirect reports) | *The ability to understand people and their motivations, build good relationships with them and help them unlock their potential.* | | |
| Empowering others | *Creates an environment where people feel required and enabled to take ownership and responsibility.* | | |
| Coaching for performance | *The ability to help others achieve more through two-way feedback, clear direction and enabling.* | | |
| Analysis & Planning | *The ability to take a range of information, think things through logically and prioritise work to meet commitments aligned with organisational goals.* | | |
| Drive for Excellence | *Knows the most effective and efficient processes for getting things done, with a focus on continuous improvement.* | | |