

## Brace's Bakery - Job Description/Specification



<b>Job Title:</b>	Commercial Manager	<b>Reports to:</b>	Executive Board
<b>Department:</b>	Sales	<b>Site:</b>	Pen-y-Fan (Head Office)
<b>Purpose of Role</b> The identification and winning of new business within the Foodservice industry.			

- Competitive Salary
- Car allowance – up to £500pm OR company car
- Office hours and location of work to be discussed
- A great employer with fantastic prospects for the right person

### The Role: Overview

Reporting to the Executive Board, with a direct reporting line to the Director of Operations, this new senior sales role is focused on the identification and winning of new business.

An experienced, results-driven new business winner, you will set and deliver the new business strategy, working closely with colleagues across the company to win and retain new business.

With strong commercial skills, supported by deep understanding of Foodservice end-users and route to market systems, you will lead and manage cross-functional teams to deliver profitable growth.

An ability and desire to work both strategically and tactically, shaping the new business plans and personally leading implementation with customers and distributors. Broad commercial skills, sound financial acumen and a passion and understanding of the role of brands across different trade channels.

### Key Responsibilities:

- Create and agree the new business strategy with focus on Foodservice, with the Executive Board. Set targets for volume and profit and detailed implementation plans.
- Develop an opportunity prioritization matrix to enable colleagues to focus on innovative solutions to unlock new business
- Build a deep understanding of existing Brace's business in order to utilize existing strengths and ensure all new business is consistent with and supports the continued growth of Brace's in existing sales channels.
- Set and agree strategy for Brace's brand in Foodservice working collaboratively with Marketing and other sales colleagues.
- Build and maintain a deep understanding of foodservice end users and distributors / wholesalers including competitor landscape and routes to market.
- Identify, build and sustain personal relationships with relevant contacts within targets and new customers. Flex style to be able to work at all levels and across different functions within customer and distributor network.
- Sell and negotiate to win new business, consistent with internal agreed commercial frameworks.
- Onboard new customers by agreeing launch plans with colleagues and supporting implantation across all functions.
- Set and maintain a new business pipeline with KPI's to track and measure progress and keep stakeholders informed and updated on progress.
- Manage and lead sales team, fully utilizing the resources at your disposal.
- As a senior sales team leader, set best practice behaviors' and activities at all times, positively sharing knowledge and expertise to help support total business success. Think creatively, with a can do attitude to build strong relationships with colleagues. Contribute ideas to the weekly sales & marketing meeting.
- Keep up to date with market trends and developments in bakery category and all trade channels including market information. Always demonstrate bakery category and Foodservice channel expertise internally and externally with prospects and customers.
- Any other duty that can reasonably be expected in the execution of your role.

### Knowledge, Skills, and Experience:

- Proven success in winning and retaining new business across Foodservice channels.
- An understanding and appreciation of the role of brands in Foodservice and how to use this to drive value for customers and consumers.
- A deep understanding of the foodservice channel and routes to market enabling identification and targeting of opportunities.
- Results orientated – focused on delivering consistent long term sustainable, profitable growth
- KPI-focused : comfortable with using KPI to support a successful new business pipeline
- Build broad and deep customer relationships through leadership of own team, colleagues and personal contacts within customers.
- Excellent sales and negotiation skills with a proven track record of account management and business growth in existing and new customers.
- Driven to succeed and seek out areas for continuous improvement through identification of issues and opportunities
- Collaborative team worker able to build support for ideas, strategies and tactics.
- Set and deliver, through own initiative or empowerment of teams, plans to confront and resolve tough issues
- Excellent communication, presentation, planning, organisation, administrative and interpersonal skills.
- Willingness and ability to learn new skills and technical information such as key aspects of Bakery category and key commercial levers to grow profitability.
- Ability to master Bakery commercial and technical knowledge to set and implement strategies and tactics
- Able to work on own initiative.
- IT literate with a good knowledge of Microsoft Office, particularly Excel, PowerPoint and Word.
- Change Champion
- Proven track record of delivering growth in a related role.
- Ambition to grow professionally.

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**Note:**

This Job Description is not an exhaustive list of tasks performed but does represent the major duties and responsibilities encompassed in the job. It does not prevent the jobholder from being allocated any other duties of a broadly similar nature to those described. Should these other duties become a permanent and major part of the job, they will be included in a revised specification.

**Job Holder Name:**

**Job Holder Signature:**

**Date:**