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| SECTION 1 – IDENTIFYING INFORMATION | | | |
| Job Title | Commercial Strategy Snr Manager | Department | Sales |
| Function | Sales & Category | Site | Home Based with ability to travel to all Hain Factory and Office sites across the UK. |
| Date | March 2025 | Approved by  (manager) | Michael Hunter |

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| SECTION 2 – JOB SUMMARY |
| This role will be focussed on the commercial management of key Customers, seeking to maximise sustainable profitable growth across Hain Celestial Brands and/or Own Label products.  Successful candidate must be able to build strong relationships and interface superbly across multiple functions and levels. Working cross functionally both internally and externally, the individual is responsible for all aspects of the commercial strategy alignment between sales and marketing and the successful deployment of the category commercial plan to drive executional excellence.  Key objective will be to drive sales, profit, distribution and visibility within the agreed portfolio, achieving and exceeding set targets/budget. Managing existing business as well as identifying profitable new business opportunities.  The role may have some direct and in-direct line management responsibility.  It is a requirement that the jobholder and all reports are compliant with Competition Law at all times |

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| SECTION 3 – KEY ACCOUNTABILITIES | | INDICATIVE TIME SPLIT |
| Responsible for setting the strategic & commercial direction of key brands.  Deliver operational excellence processes from defining success, monitoring, tracking, re-defining, and driving the commercial and brand initiatives to deliver budget and agreed targets. | | 30% |
| Support the customer teams on the IBP – ensuring alignment to key strategic initiatives & own the commercial element of the IBP process – ‘owning’ the GSV-GM P&L aligned with finance and commercial sales. | | 20% |
| Ensure the sales teams have all relevant ‘Tool kits’ incl Fact Sheets, Samples, Selling-Stories for NPD/key brand initiatives.  Established winning portfolio needed to by channel and then engage R&D/finance/sales teams to ensure feasibility and long-term profitability of portfolio.  Owning promotional pressure documents and liasing with sales teams to ensure strategic P&P plans are executed/ in line with expectations | | 30% |
| Key contributor to projects – portfolio, innovations, commercial initiatives and acts as the internal liaison between functions to ensure seamless and streamlined planning to execution | | 10% |
| Support development of customer / channel initiatives e.g. Channel Playbooks, Channel specific packs/strategies.  Support the development and monitoring of cost price increases  Support the brand teams on internal and external sell-ins. | | 10% |
| SECTION 4 – EDUCATION & EXPERIENCE | | |
| Education Level | Preferably Degree level | |
| Experience (i.e. Relevant experience, Industry Experience, Management level experience, etc) | FMCG sales background (Ideally Blue Chip) with experience of agreeing & managing JBPs and executing customer plans.  Exposure to Customers essential and preferably across multiple customers / channels.  Experience of Brand and Retail Own Label, preferably with both a chilled and either an ambient or frozen food business. | |
| Key Capabilities and Characteristics (Interpersonal skills, specific competencies, specific skills, etc.) | Must possess excellent communication & presentation skills, both internally and externally. Great usage of Absolute Clarity framework.  Results focussed.  Strong selling skills, particularly using Selling with Impact framework  Strong commercial acumen and attention to detail.  Strong negotiation skills, particularly using Ninja Negotiation framework  Strong competency of Excel and PowerPoint software.  Track record of building successful multi-faceted stakeholder relationships.  Demonstrates behaviours in line with the Company’s Values (Own It, Win Together, Be Curious & Foster Inclusion) | |

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| SECTION 5 – DIMENSIONS & SCOPE | |
| Budgetary Responsibility | Direct Budget responsibility for Sales Value and Volume, together with all associated spend/investments, through to Delivered Gross Margin at defined category level. In the range of £100M - £130M.  Positive contribution towards Company’s NSV & EBITDA targets, as well as overall Balanced Scorecard measures |
| Other key dimensions  (e.g. sales, products, skus, reports, invoices, etc.) | Managing through & below the line spend within pre-agreed budgetary levels for defined categories.  Agreeing promotions aligned to Finance/Category/Marketing guidelines.  Preparation of weekly/monthly reports on customer & category performance.  Understanding of category / customer and competitor set, sharing insights internally.  Role plays a critical role in driving alignment with the Portfolio category teams and has a key role participating with the Portfolio leadership team. |

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| SECTION 6 – CONDITIONS OF ROLE | |
| State any conditions for role | Role will require regular travel to multiple Hain Factory and Office sites, and frequent Customer Head Office and Route to Market visits across the UK.  This role may include overnight stays. |

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| SECTION 7 – POSITION IN ORGANISATION | |
| **Peer Positions** | **PLEASE ENSURE YOU ATTACH CURRENT ORGANISATION CHART** |
| **Reports to** *(dependent on Division)*:  Commercial Strategy Controller |
| **Works alongside and in collaboration with:**  Portfolio Director / Sales Director / Commercial Director / Customer Controllers / Customer Manager / Category Manager / Marketing Directors & Managers, Finance Manager / Supply Chain |
| **Line management** *(dependent on Division / Account portfolio)*:  NA |

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| SECTION 8 – SIGNATORIES | | | |
| Job Holder Signature |  | Manager Signature |  |
| Name |  | Name |  |
| Date |  | Date |  |