

## JOB DESCRIPTION



SECTION 1 – IDENTIFYING INFORMATION			
Job Title	Head of Sales	Department	Sales
Function	Sales & Category	Site	Home Based, with ability to travel to all Hain Factory and Office sites across the UK.
Date	June 2020	Approved by (manager)	Karl Frestle

SECTION 2 – JOB SUMMARY
<p>To provide strategic direction, leadership and management of the Divisional Sales Team, ensuring that all sales activities contribute towards the Company growth and profitability targets.</p> <p>This role will be focussed on the commercial management of key Customers through respective Customer Controllers and Managers, seeking to maximise sustainable profitable growth across Hain Daniels Brands, Retail Own Label &amp; B2B.</p> <p>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 senior customer relationship at Category Director / Buying Manager level.</p> <p>Key objective will be to drive sales, profit, distribution and visibility with existing and new customers, achieving and exceeding set targets/budget. Time horizon is 0-36 months.</p> <p>The role will have direct and indirect line management responsibility.</p> <p>The jobholder should:</p> <ul style="list-style-type: none"> <li>- Build, develop and sustain high performing team</li> <li>- Coach higher standards &amp; capabilities across the team of negotiation, selling, communication &amp; persuasion</li> <li>- Ensure Standard Operating Procedures are followed with a suitable level of sign off and that they are refined regularly</li> <li>- Responsible for divisional NSV, Sales spend and delivered Gross Margin</li> </ul> <p>The role will require the individual to be highly visible at key sites and to be a very active member of both Site Leadership Team and Commercial Leadership Team.</p> <p>It is a requirement that the jobholder and all reports are compliant with Competition Law at all times</p>

SECTION 3 – KEY ACCOUNTABILITIES	INDICATIVE TIME SPLIT
<p>Development of customer plans linking with an effective sales and customer strategy to achieve sales growth, customer retention and new customers. Day to day management of the Customer Management team to deliver this strategy. To pro-actively manage product and customer profitability to required Company targets.</p> <p>Develop cohesive growth strategies by relevant category in conjunction with the senior Commercial team and Sales and Category Director.</p> <p>Manage customer portfolio, accountable for achievement of agreed targets (Sales, Profit, Distribution, NPD launches and Activation).</p> <p>Lead the development of all Customer JBP's and internal 'Customer Development Plans' to ensure that the plans proposed are implementable and mutually beneficial to both HD and the Customer.</p>	40%
<p>Recruit, manage, develop and motivate direct reporting staff according to Company procedures, policy and employment law.</p> <p>Coach team in developing their customer plans and provide a sounding board for customer</p>	20%

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negotiations etc. Attend and play leading role in all relevant senior and site management meeting forums and strategy workshops.	
Manage relevant reporting of management and financial information for the sales function.  Review & critique forecast to ensure that it is realistic, not optimistic nor pessimistic and identify the big opportunities & risks with deliverance & mitigation plans to over-deliver against our financial targets	10%
Build strong and effective relationships with key senior customer contacts and understanding of wider customer dynamics and trends.	10%
Work cross functionally across all internal departments, both remotely and at Hain Factory and Office locations. This includes: Category – reviewing market data and building compelling Customer presentation templates. NPD and Marketing - agreeing NPD launches and modelling Brand/Shopper activation. Logistics - co-ordinate continual supply and manage medium term demand strategy. Commercial Finance - drive effectiveness and efficiency of trade promotional plan.  Leadership of the Demand Review as part of the Integrated Business Planning process.  Effective management & communication of regular trading plans with the Sales & Category Director, Managing Director & Head of Finance  Priority setting to enable resource allocation and appropriate escalation	20%

### **SECTION 4 – EDUCATION & EXPERIENCE**

Education Level	Degree level
Experience (i.e. Relevant experience, Industry Experience, Management level experience, etc)	7-10 years proven track record of success in a senior Sales position within the FMCG food industry. Significant multi-channel experience with expert knowledge on major customers. Excellent leadership and people management skills. 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 and influencing skills, both internally and externally. Superior coaching capability of all of Hain Daniels communications, negotiation & selling toolkit (Absolute Clarity, Selling with Impact and Ninja Negotiation) Results focussed, with ability to deliver through and inspire Teams. Succinct, compelling selling capability to deliver transformational growth Excellent negotiation skills, with a firm but collaborative style Strong commercial acumen and attention to detail. Able to take a long term strategic view, with strong understanding from different perspectives. Excellent IT skills, with project management experience. Track record of building successful multi-faceted customer relationships. Ability to lead a cohesive, cross-functional team to deliver business wide projects Demonstrates behaviours in line with the Company's "ACHIEVE" framework

### **SECTION 5 – DIMENSIONS & SCOPE**

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Budgetary Responsibility	<p>Direct Budget responsibility for Sales Value and Volume, together with all associated spend/investments, through to Delivered Gross Margin at Division and Customer level.</p> <p>Positive contribution towards Company's NSV &amp; EBITDA targets, as well as overall Balanced Scorecard measures</p>
Other key dimensions (e.g. sales, products, skus, reports, invoices, etc.)	<p>Propose options to Sales &amp; Category Director and make decisions on the strategic direction of the Sales function, and relevant Customers and product categories</p> <p>Take responsibility for commercial decisions such as customer terms, customer investments, customer priorities, supply etc.</p> <p>Involved in major decisions around the running of the Division including strategy, projects, cross functional debate.</p> <p>Managing through &amp; below the line spend within pre-agreed budgetary levels for Division.</p> <p>Lead development and implementation of a full promotional and shopper activation programme within the customer portfolio, dovetailed with the Marketing plan and operating within the agreed promotional and A&amp;P guidelines.</p>

### SECTION 6 – CONDITIONS OF ROLE

State any conditions for role	<p>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.</p> <p>Infrequent International travel.</p> <p>This role may include overnight stays.</p>
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### SECTION 7 – POSITION IN ORGANISATION

<b><u>Peer Positions</u></b>	<b>PLEASE ENSURE YOU ATTACH CURRENT ORGANISATION CHART</b>
<b>Reports to:</b> Sales & Category Director	
<b>Works alongside and in collaboration with:</b> Exec. Team, Factory Managers, Head of Category, MS&P Controller, Head of Marketing / Marketing Controllers, Head of Finance, Finance Manager	
<b>Line management</b> ( <i>dependent on Division</i> ): Customer Controller, Customer Manager, Customer Executive, Regional Customer Executive	

### SECTION 8 – SIGNATORIES

Job Holder Signature		Manager Signature	
Name		Name	
Date		Date	