

Position Profile – Client Manager

Title	Client Manager
Purpose	Development of Go2Grocery client relationships in order to achieve profitable sales and distribution of our clients' products within the UK, in line with client and company objectives and operating standards.
Reports to	Director of Go2Grocery
Direct Reports	None
Key Areas of Responsibility	<ul style="list-style-type: none"> • Interface for selected Go2Grocery clients. To work closely with these clients to develop and deliver growth strategies within UK multiples, grocery, grocery convenience and food service. • Manage and be the lead contact for a multiple client portfolio including one large priority client • Achieve key business objectives as agreed with line manager and clients • Prepare and lead regular client review meetings with varying frequencies (large client = monthly) • Liaise with Go2Grocery customer business management and operations team to ensure delivery of Go2Grocery and client sales objectives • Provide the customer business management team with: <ul style="list-style-type: none"> ○ The data needed for effective sales gap analysis and range review recommendations ○ Relevant trade presentations and sales aids ○ Category solutions (planogram recommendations / POS) ○ Insights based on weekly sales data ○ Trade promotional plans & Trade media plans where appropriate • Feed-back competitor activity / market trends / trade news to the client • Manage partner marketing relationships and activities where appropriate including the UK Marketing & PR solution for one of our key clients • Liaise with operations team and Customer Business Managers and manage the input to ensure an accurate rolling 12-month sales forecast to operational team and clients • Manage and report on annual trade promotional budgets, ensuring no financial exposure to Client or Go2Grocery • Provide clients with sales analysis on request • Achieve and maintain company administrative standards • Carry out any other reasonable task or tasks in connection with the job function, as requested by line manager
Professional Competencies	<p>Career Experience</p> <ul style="list-style-type: none"> • Minimum 2 years' FMCG experience within a commercial role (sales, marketing or operations). • Experience of working with clients ideally within sales, trade marketing or category management (working within grocery is ideal but not a prerequisite)

	<ul style="list-style-type: none"> • Experience and understanding of grocery trade sectors (multiples, convenience, discounters) • Experience of using IRI/Nielsen Market Data is desirable <p>Qualifications</p> <ul style="list-style-type: none"> • A good standard of education including Maths and English. <p>Required Skills</p> <ul style="list-style-type: none"> • A strong understanding of the key financial measures that drive effective performance, including ROI calculations, promotional evaluation, return on capital employed and sales modelling. • The ability to use Excel to an intermediate level in order to analyse trends and create commercial recommendations. • The ability to use PowerPoint to an intermediate level in order to create impactful presentations for the trade and client review meetings. • Understanding of the core principles of category management and the ability to utilise these in client recommendations and proposals. • The ability to utilise web based retailer portals and use them effectively to identify and analyse data. • A good understanding of external factors and industry knowledge that may affect client business. • The ability to communicate and negotiate in order to interface effectively within all levels of a client’s business including senior director level. • The ability to use initiative and work autonomously in order to manage your own responsibilities ensuring that work is completed within set deadlines. 	
<p>Ceuta Group Core 6 Behavioural Competencies</p>	<p>Effective Communication - 4 Creates a safe environment for open communication enabling colleagues to communicate more effectively</p> <p>Is able to accept feedback and deliver proactive management solutions</p> <p>Recognises when others are having difficulty understanding information and adapts their style appropriately</p> <p>Acknowledges all mind-sets and successfully motivates others to act in the best interests of the company</p> <p>Effectively communicates the business objectives with others whilst building a positive company culture</p> <p>Always scans work for ambiguity or misinterpretation before sending</p>	<p>Client Focussed - 4 Demonstrates an in-depth understanding of customer needs to ensure that business decisions reflect the clients/customers perspective</p> <p>Encourages detailed insight from front line colleagues regarding client/customer needs and expectations to remain solution focused</p> <p>Advocates on behalf of the organisation to build trust and add value with the client/customer</p> <p>Ensures client/customer expectations are consistently prioritised and managed especially during critical periods</p> <p>Provides the client/customer with constructive feedback regarding issues/problems encountered</p> <p>Creates an environment where team/s are empowered to put clients /customers first</p>
	<p>People Driven – 3 Trusts colleagues to deliver work once delegated appropriately to create positive work outputs</p>	<p>Drives Performance & Efficiency – 4 Is demanding of self and others in pursuit of outstanding client/customer results</p>

	<p>Acts as a team player, investing time to generate a common focus and genuine team spirit</p> <p>Provides a supportive environment and removes barriers to ineffective working</p> <p>Takes responsibility for creating a working environment that encourages equality, diversity and inclusion</p> <p>Consistently demonstrates the ability to give timely and constructive feedback</p> <p>Encourages and seeks out feedback and makes positive improvements regardless of how the feedback was given</p> <p>Recognises potential in others and encourages self development</p>	<p>Monitors self/team progress toward goals and adjusts priorities as needed to maximise productivity, efficiency & effectiveness</p> <p>Holds self and team accountable for outcomes against performance defined metrics</p> <p>Approaches problems methodically and develops solutions with sustainable & measurable results</p> <p>Weighs up priority and benefits of different actions and activities to achieve cost effective outcomes</p> <p>Questions and challenges the value being delivered through commercial arrangements with external business partners</p> <p>Devises and sets metrics to deliver against the agreed business objectives to achieve maximum results</p> <p>Gathers and uses evidence to assess the costs, benefits and risks of a wide range of options when making commercial decisions</p>
	<p>Supports & Embraces Change – 3 Inspires others by championing changes to achieve common goals</p> <p>Drives efficiency and effectiveness by identifying and exploring areas for improvement</p> <p>Leverages appropriate behaviours within team in support of change efforts to drive improved performance</p> <p>Communicates change plans to employees in a clear and timely manner</p> <p>Collaborates and makes compromises for the greater good without sacrificing personal principles or business ethics</p> <p>Uses the business tools available to measure effectiveness of change</p>	<p>Grows the Business – 4 Uses a variety of sources of insightful information to ensure correct decisions are made to drive additional revenue</p> <p>Creates best practice policies, plans and service provision to meet the diverse needs of clients/customers</p> <p>Brings together the views and perspectives of stakeholders to gain a wider picture of the landscape surrounding activities and policies</p> <p>Implements strategies and plans which not only support the immediate team, but the wider business</p> <p>Makes quick confident decisions at a strategic level to ensure that the organisational goals are met</p> <p>Is resourceful in expanding their knowledge of the industry, competition and/or marketplace in order to make strategic fact based decisions</p> <p>Has an extensive and comprehensive understanding of the Ceuta Group’s services in order to drive intergroup business growth opportunities</p>

