

**Position Profile – Client Manager**

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

	<ul style="list-style-type: none"> <li>• Experience and understanding of grocery trade sectors (multiples, convenience, discounters)</li> <li>• Experience of using IRI/Nielsen Market Data is desirable</li> </ul> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• A good standard of education including Maths and English.</li> </ul> <p><b>Required Skills</b></p> <ul style="list-style-type: none"> <li>• A strong understanding of the key financial measures that drive effective performance, including ROI calculations, promotional evaluation, return on capital employed and sales modelling.</li> <li>• The ability to use Excel to an intermediate level in order to analyse trends and create commercial recommendations.</li> <li>• The ability to use PowerPoint to an intermediate level in order to create impactful presentations for the trade and client review meetings.</li> <li>• Understanding of the core principles of category management and the ability to utilise these in client recommendations and proposals.</li> <li>• The ability to utilise web based retailer portals and use them effectively to identify and analyse data.</li> <li>• A good understanding of external factors and industry knowledge that may affect client business.</li> <li>• The ability to communicate and negotiate in order to interface effectively within all levels of a client’s business including senior director level.</li> <li>• The ability to use initiative and work autonomously in order to manage your own responsibilities ensuring that work is completed within set deadlines.</li> </ul>	
<p><b>Ceuta Group Core 6 Behavioural Competencies</b></p>	<p><b>Effective Communication - 4</b> 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><b>Client Focused - 4</b> 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><b>People Driven – 3</b> Trusts colleagues to deliver work once delegated appropriately to create positive work outputs</p>	<p><b>Drives Performance &amp; Efficiency – 4</b> 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 &amp; effectiveness</p> <p>Holds self and team accountable for outcomes against performance defined metrics</p> <p>Approaches problems methodically and develops solutions with sustainable &amp; 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><b>Supports &amp; Embraces Change – 3</b></p> <p>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><b>Grows the Business – 4</b></p> <p>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</p>

		<p>order to drive intergroup business growth opportunities</p>
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