

Position Profile – Customer Business Manager

Title	Customer Business Manager
Purpose	<p>All aspects of customer development and management with a shopper & category based approach.</p> <p>To achieve volume, revenue, profit and strategic objectives in allocated customers in line with company standards, policies and strategy.</p> <p>This role will involve regular weekly travel to offsite customer meetings.</p>
Reports to	Customer Business Controller
Direct Reports	None
Key Areas of Responsibility	<ul style="list-style-type: none"> • Customer Management <ul style="list-style-type: none"> ○ Develop excellent engagement with key functional contacts – commercial, category, finance, supply chain, store operations ○ Develop key supplier status from customer perspective ○ Orchestrate functional and senior contact ○ Be known as a customer expert ○ Provide insightful financial and sales analysis ○ Provide feedback on competitor activity, trade events, customer strategy • Planning <ul style="list-style-type: none"> ○ Develop strategic account plans that align and deliver against brand plans ○ Plan to ensure optimum execution ○ Create commercially astute scenario plans to enable effective decision making • Category Management <ul style="list-style-type: none"> ○ Understand and utilise all data sources effectively ○ Understand the shopper and how they shop the category ○ Understand the category vision ○ Ensure all G2G brands have a role in growing the category • Execution <ul style="list-style-type: none"> ○ Ensure all activity has a clear set of objectives that are aligned to strategic plans ○ Ensure planning / set up / activation / follow-up phases are executed effectively ○ Ensure clarity and confirmation of all commercial agreements ○ Orchestrate effective & efficient supply chain ○ Deliver right 1st time administration to minimise pricing / operational queries • Finance <ul style="list-style-type: none"> ○ Ensure effective resolution of finance queries ○ Ensure customers pay to terms ○ Minimise working capital – stock holding, overdue customer debt • Client <ul style="list-style-type: none"> ○ Play an active role in building client relationship ○ Create an environment of trust and empowerment ○ Be clear on and deliver against building block imperatives
Professional Competencies	Career Experience

	<ul style="list-style-type: none"> • Minimum 3 years' FMCG experience within a commercial role (sales, marketing or operations). • Demonstrable experience of creating and delivering account specific JBP's. • Experience of working with customers ideally within sales, trade marketing or category management (working within grocery is ideal but not a prerequisite) • Strong experience and understanding of grocery trade sectors (multiples, convenience, discounters) • Experienced in utilising IRI/Nielsen Market and EPOS data to deliver commercial outcomes is desirable. • Demonstrable experience of developing new business outside of your immediate responsibilities. • Demonstrable knowledge of negotiation strategies and category management is preferred. <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 review meetings. • Understanding of the core principles of category management and the ability to utilise these in client & customer 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 customer business. • The ability to communicate and negotiate in order to interface effectively within all levels of a customer's business. • 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>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>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>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 – 2 Works to create a culture of openness and trust with colleagues to deliver team goals</p> <p>Strives to consistently support colleagues, over and above own role, to ensure a collaborative and supportive working environment</p> <p>Is willing to learn from mistakes and is able to build on others suggestions avoiding defensive behaviours</p> <p>Establishes good working relationships internally and externally through positive engagement and listening</p> <p>Fosters two-way trust when dealing with contacts to develop and maintain strong relationships</p> <p>Demonstrates initiative in professional self-development outside area of responsibilities</p> <p>Actively seeks feedback from a wide range of people to enhance team effectiveness</p>	<p>Drives Performance & Efficiency – 4 Is demanding of self and others in pursuit of outstanding client/customer results</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>Weights 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 – 4 Creates a sense of shared vision and excitement for change, whilst persuasively communicating the rationale for change</p> <p>Paces change appropriately for others; balancing the need for speed of change with needs of the business and its employees</p> <p>Proactive in identifying barriers to change and seeking ways to overcome them</p> <p>Involves others early in the change implementation process to increase commitment and reduce defensiveness</p> <p>Considers the cumulative impact of implementing change on their own business areas (culture, structure, service and morale)</p> <p>Provides input on a regular basis to keep people informed and up-to-date</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>
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