

## Position Profile – International Business Development Manager

<b>Title</b>	International Business Development Manager
<b>Purpose</b>	<p>You will manage specific Clients in line with company standards, policy, performance and strategy, with the objective to develop and introduce their businesses to international markets resulting in maximum benefit to both them and Ceuta Healthcare.</p> <p>You will identify, maintain and develop profitable business with specific distribution partners within defined international markets and categories.</p> <p>This role will involve frequent international travel.</p>
<b>Reports to</b>	International Commercial Controller
<b>Direct Reports</b>	None
<b>Key Area of Responsibility</b>	<ul style="list-style-type: none"> <li>• Manage and develop business through specific European/International partners.</li> <li>• Provide input to the development of brand and category plans with individual clients.</li> <li>• Ensure plans reflect specific country opportunities and brand strategy reflects both client and Ceuta Healthcare objectives, maximising product brand shares and sales performance.</li> <li>• Provide accurate and timely sales volume and value forecasts to support the delivery of budgeted sales, ensuring clients and partners maintain sufficient stock to meet existing and future requirements.</li> <li>• Maintain updated information and reports encompassing business objectives and action plans.</li> <li>• Prepare and deliver regular business reviews in agreed format and timing to internal and external parties.</li> <li>• Ensure most favourable trading terms on price, service &amp; profitability are negotiated with our partners for both Ceuta Healthcare and our clients.</li> <li>• Ensure new product listings maximise potential business in specific country and market and communicate all relevant information to client and International Commercial Controller.</li> <li>• Control brand promotional budgets and identify improvement opportunities, maintaining control of overheads and expenses within defined limits to ensure most economic coverage of client aspirations within specific international markets</li> <li>• Monitor and control partner development within their own market</li> <li>• Monitor competitor activity and report on any such activity.</li> <li>• Recommend and implement alternative business strategy in light of changing market /economic conditions</li> <li>• Liaise with both client and partners on specific registration /MOH etc. issues to ensure they are completed accurately and with expedience</li> <li>• Where necessary identify /contact / visit new partners within regional remit to understand capabilities and possible sign up to intentional alliance if mutually beneficial</li> <li>• Review progress and targets on agreed business KPI for mutual assessment on progress with current partners</li> <li>• Deliver NPD and new client opportunities in timely and professional manner ensuring all FAQ are covered in the initial process</li> <li>• Ensure the commercial and general etiquette aspects of the alliance agreement are adhered to and paid.</li> <li>• Identify, present and agree bespoke aspects of the alliance benefits to partners – training / networking / consultancy</li> <li>• Support DoID in preparation and delivery / attendance of Annual conference.</li> </ul>

<p><b>Professional Competencies</b></p>	<p><b>Career Experience</b></p> <ul style="list-style-type: none"> <li>• Minimum 2 years’ experience of managing international export and/or distributors (preferably in the Health &amp; Beauty industry).</li> <li>• Demonstrable experience of: <ul style="list-style-type: none"> <li>○ Distributor management</li> <li>○ International Logistics – incoterms</li> <li>○ Negotiating distributor and manufacturer contracts</li> <li>○ Delivering account plans to be implemented in market</li> </ul> </li> </ul> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Good standard of general education including Maths and English.</li> </ul> <p><b>Required Skills</b></p> <ul style="list-style-type: none"> <li>• A strong understanding of key financial measures including ROI, promotional evaluation and sales analysis.</li> <li>• Understanding of category management and core ranging principles in order to provide ranging recommendations for key customers</li> <li>• The ability to review and analyse your own targets in order to successfully achieve agreed KPI’s.</li> <li>• The ability to independently manage your own time and workload to successfully achieve agreed KPI’s.</li> <li>• The ability to use Excel to an intermediate level to create spreadsheets in order to analyse business performance and make recommendations to Ceuta management, clients and customers</li> <li>• The ability to use PowerPoint to an intermediate level in order to prepare and deliver an impactful PowerPoint presentation for selected accounts and clients to achieve desired outcomes.</li> <li>• Strong analytical skills in order to interpret sales data and forecast accordingly.</li> <li>• Basic understanding of market intelligence, e.g. Nielsen IRI reports to identify and understanding market trends and implications.</li> <li>• The ability to interface effectively, up to director level in a B2B environment, in order to negotiate price, promotions and budgets.</li> </ul>	
<p><b>Ceuta Group Core 6 Behavioural Competencies</b></p>	<p><b>Effective Communication – 4</b></p> <p>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 Focussed – 4</b></p> <p>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>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><b>Drives Performance &amp; Efficiency – 4</b> 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 &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> 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> 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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