

## Position Profile – Client Executive

<b>Title</b>	Client Executive
<b>Purpose</b>	Responsibility for all sales reporting and analysis. Development role towards client manager position. To support the client manager to achieve profitable sales and distribution of the clients' products within the UK, in line with clients' and company objectives and operating standards.
<b>Reports to</b>	Senior Client Manager
<b>Direct Reports</b>	None
<b>Key Areas of Responsibility</b>	<ul style="list-style-type: none"> <li>• Management of client trade spend across several brands, ensuring all trade invoices are tracked, recharged to the client and regular review and recommendations for measures to move/save spend to ensure budget is maintained</li> <li>• Management of weekly ex-factory and EPOS sales reports by brand, including trends and gap analysis</li> <li>• Preparation of presentations and participation in client review meetings</li> <li>• Working with National Account/Sales Managers to: <ul style="list-style-type: none"> <li>○ Provide regular sales updates (both YOY and vs target)</li> <li>○ Assist with identifying opportunities and developing proposals/presentations for buyers</li> <li>○ Supporting the sales teams with brand information and updates</li> <li>○ Category solutions (planogram recommendations / POS)</li> <li>○ Overseeing development and ongoing management of trade promotional plans</li> </ul> </li> <li>• Management a rolling 12-month sales forecast (monthly update to clients and ad hoc requests)</li> <li>• Full responsibility for Pharmacy sales cycle preparation, negotiating sales and distribution targets with the client</li> <li>• Presentation at sales meetings (National Accounts, Convenience, Pharmacy).</li> <li>• Achieve key business objectives as agreed with the Client Manager</li> <li>• To carry out any other reasonable task or tasks in connection with the job function, as requested by the Client and Client Manager</li> </ul>
<b>Professional Competencies</b>	<p><b>Career Experience</b></p> <ul style="list-style-type: none"> <li>• Minimum 1 years' experience within FMCG</li> <li>• Experience of working in a faced paced commercial environment (preferably within sales, trade marketing, agency or category management).</li> </ul> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Educated to A-level standard or equivalent</li> <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>• Strong analytical skills and the ability to identify trends and forecast accordingly.</li> <li>• Understanding of category management and core ranging principles in order to support the Client Manager with making ranging recommendations for key customers</li> <li>• The ability to use excel to at least an intermediate level, ideally advanced, in order to collate and present sales data and create reports for the client (looking to develop more advanced, automated excel report templates for sales reports)</li> <li>• The ability to use Power Point to an intermediate level in order to help create compelling presentations for both customers and clients.</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>

	<ul style="list-style-type: none"> <li>• Attention to detail to ensure that work is completed accurately and within our standard operating procedures.</li> <li>• Ideally, experience working with e-commerce channels</li> </ul>	
<p>Ceuta Group Core 6 Behavioural Competencies</p>	<p><b>Effective Communication - 3</b> Creates opportunities for others to provide feedback</p> <p>Inspires others to achieve through persuasive communication</p> <p>Creates a positive and trustworthy environment for others to communicate their ideas</p> <p>Facilitates discussions to achieve collective objectives</p> <p>Seeks to understand conflict to take appropriate action</p> <p>Conveys information in a timely, transparent and honest manner</p> <p>Presents succinct, well balanced information orally and in writing with clear outcomes</p> <p>Communicates in a straightforward, honest and engaging manner with all colleagues</p>	<p><b>Client Focussed - 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 – 2</b> 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><b>Drives Performance &amp; Efficiency – 2</b> Demonstrates the ability to challenge existing practices in order to become more effective</p> <p>Needs minimal supervision to deliver high quality solution focused outcomes</p> <p>Remains focused when challenged with competing demands</p> <p>Generates results by acting in a focused way and within deadlines, and finds ways to go around obstacles with minimum guidance</p> <p>Considers the impact of own actions on achieving results</p> <p>Understands that all actions have a cost and choose the most effective way to do something in a resource-efficient way</p> <p>Examines and takes ownership of own effectiveness and makes adjustments if necessary to improve their performance</p>

	<p>Actively seeks feedback from a wide range of people to enhance team effectiveness</p>	
	<p><b>Supports &amp; Embraces Change – 2</b>          Contributes positively to the change process by putting aside preconceptions</p> <p>Understands the bigger picture and accepts change in support of business needs</p> <p>Performs the job in-line with implemented changes and actively supports new ways of operating</p> <p>Recognises the impact of change on others and supports them through it</p> <p>Takes initiative to suggest ideas for improvement and positively shares feedback with others</p> <p>Seeks out ideas for continuous improvement</p>	<p><b>Grows the Business – 3</b>          Seeks a wide range of sources of objective information when making decisions</p> <p>Recognises causes and consequences of actions and events that are not readily apparent and takes appropriate action</p> <p>Is alert to emerging issues and trends which may impact or benefit their own and team’s work</p> <p>Uses own knowledge and expertise to lead interventions and develop new systems for self and team</p> <p>Can demonstrate how directly or indirectly their role, and that of their team, impacts business results</p> <p>Has a good level of understanding of the Ceuta Group’s business, products and services</p>