

Position Profile – Senior Client Manager

Title	Senior Client Manager
Purpose	Development of Ceuta Healthcare client relationships in order to achieve profitable sales and distribution of the clients' products, within designated categories and trade channels, in line with clients' and company objectives and operating standards.
Reports to	Marketing Director
Direct Reports	None
Key Areas of Responsibility	<p>Client Specific Key Responsibilities:</p> <ul style="list-style-type: none"> • Proactively manage designated clients • Key contact for all Client requirements • Manage client trade objectives and make recommendations on strategy • Develop trade marketing plans • Chair regular review meetings / conference calls • Forecasting <p>Trade Specific Responsibilities:</p> <ul style="list-style-type: none"> • Work with Ceuta Healthcare sales teams to develop category solutions and strategic brand and trade plans for each account • Lead trade meetings • Co-ordinate and influence range review processes • Manage partnership marketing activities • Manage design, production and implementation of POSM materials • Manage ad hoc merchandising, in-store Consumer activity, other trade marketing activities • Ensure sales force have brand information to manage the accounts - Customer presentations including: pricing documents, competitor analysis, category solutions, sales updates, promotional plans. <p>Line Management</p> <ul style="list-style-type: none"> • Senior Clients Managers will often require line management experience in order to lead, motivate and develop a team. • Liaise with Talent Management & Development to ensure that all annual performance appraisals are complete for the team in line with company deadlines and that all personal and business objectives are agreed. • Lead, motivate and develop all members of the team to ensure the smooth and effective management of the team. • Lead recruitment in line with company policy and procedure, in conjunction with Talent Management & Development. • Adopt and implement the company's behavioural competency framework principles for the recruitment and development of all team members, ensuring that all performance standards are achieved. • To liaise with the Talent Management & Development team to identify training needs across the department.
Professional Competencies	<p>Career Experience</p> <ul style="list-style-type: none"> • Minimum 5 years' experience within FMCG (ideally healthcare, but this is not a prerequisite) • Previous experience of working with trade customers, especially Grocery multiples.

	<ul style="list-style-type: none"> • Previous experience in sales and/or marketing would be advantageous • Experience in a similar, faced paced, environment is preferred • Previous experience of managing a team is preferable. <p>Qualifications</p> <ul style="list-style-type: none"> • Good standard of general education, including Maths and English • Educated to Degree level (or equivalent) <p>Required Skills</p> <ul style="list-style-type: none"> • Strong analytical skills and the ability to identify trends and forecast accordingly. • The ability to proactively identify new opportunities in order to define the trade strategy. • A strong understanding of the key financial measures that drive effective performance, including ROI calculations, promotional evaluation, return on capital employed and sales modelling. • Understanding of category management and core ranging principles in order to provide ranging recommendations for key customers • The ability to use excel to an intermediate level in order interpret sales data and create reports for the client • To ability to use Power Point to an intermediate level in order to create compelling presentations and confidently present them to both customers and clients. • Understanding of how to interpret marketing guidelines and apply these to local customer focused activities. • The ability to independently work with a client at a senior level to drive the business forward. • The ability to network across the wider Ceuta Group in order to secure client investment. • The ability to lead, motivate and develop people in order to drive effective team management. 		
<p>Ceuta Group Core 6 Behavioural Competencies</p>	<table border="1"> <tr> <td data-bbox="368 1200 903 2168"> <p>Effective Communication - 5</p> <p>Anticipates and predicts possible areas of confusion and deals with them upfront</p> <p>Clarifies strategies and plans, communicates purpose and direction with clarity and enthusiasm</p> <p>Demonstrates ability to interact effectively with the Board of Directors</p> <p>Always uses the most appropriate communication method for the intended audience and seeks feedback at every opportunity</p> <p>Consistently demonstrates understanding of current priorities and concerns of clients and colleagues</p> <p>Is able to develop strategies to facilitate cross-functional alignment to inspire all colleagues to produce profitable growth</p> <p>Creates a positive communication culture in line with the company vision and values</p> </td> <td data-bbox="903 1200 1498 2168"> <p>Client Focussed - 5</p> <p>Utilises fact-based insight and in-depth knowledge of the clients/customers industry & it's competitors to ensure that their needs are anticipated and robust actions are taken</p> <p>Take respectful ownership of the client/customer organisational reputation</p> <p>Implements strategic change when appropriate that reassures and inspires client/customer confidence</p> <p>Communicates & reinforces the appropriate balance between meeting client/customer needs & business demands</p> <p>Creates frameworks that deliver success against measureable criteria and industry benchmarks</p> <p>Develops mutually beneficial and sustainable relationships with clients/customers that positively impacts commercial growth</p> </td> </tr> </table>	<p>Effective Communication - 5</p> <p>Anticipates and predicts possible areas of confusion and deals with them upfront</p> <p>Clarifies strategies and plans, communicates purpose and direction with clarity and enthusiasm</p> <p>Demonstrates ability to interact effectively with the Board of Directors</p> <p>Always uses the most appropriate communication method for the intended audience and seeks feedback at every opportunity</p> <p>Consistently demonstrates understanding of current priorities and concerns of clients and colleagues</p> <p>Is able to develop strategies to facilitate cross-functional alignment to inspire all colleagues to produce profitable growth</p> <p>Creates a positive communication culture in line with the company vision and values</p>	<p>Client Focussed - 5</p> <p>Utilises fact-based insight and in-depth knowledge of the clients/customers industry & it's competitors to ensure that their needs are anticipated and robust actions are taken</p> <p>Take respectful ownership of the client/customer organisational reputation</p> <p>Implements strategic change when appropriate that reassures and inspires client/customer confidence</p> <p>Communicates & reinforces the appropriate balance between meeting client/customer needs & business demands</p> <p>Creates frameworks that deliver success against measureable criteria and industry benchmarks</p> <p>Develops mutually beneficial and sustainable relationships with clients/customers that positively impacts commercial growth</p>
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	<p>People Driven – 4 Consistently acts as an internal role model for developing highly collaborative and cross- functional teams</p> <p>Nurtures and motivates talent by ensuring that they have the correct support tools, training and opportunities for development</p> <p>Empowers team performance by providing adequate resources, support and direction</p> <p>Generates a consultative environment in which to work and is highly approachable</p> <p>Works effectively as a team player, managing team dynamics to encourage positive outcomes</p> <p>Delegates appropriate level of decision making; helps team to make reasonable decisions and understand difficult decisions</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 – 5 Translates strategic vision into practical and achievable change implementation plans</p> <p>Demonstrates knowledge of industry shifts and future risks and appropriately prepares contingency plans</p> <p>Demonstrates courage and optimism during periods of crisis or change</p> <p>Analytically balances technology, process and organisational resources to support/sustain changes to manage long-term financial impact</p> <p>Facilitates new ways of working whilst finding ways to maintain personal energy and stability in periods of rapid change</p> <p>Provides constructive challenge to senior management on change proposals which will affect own business area</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>

		Has an extensive and comprehensive understanding of the Ceuta Group's services in order to drive intergroup business growth opportunities
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