



## **Commercial Manager – Tewkesbury (MA2023)**

**Full Time, Permanent Role**

**Competitive Salary plus Benefits**

**(40 hours per week)**

Cotteswold Dairy, a long standing family business with over 80 years' successful history, is looking for an experienced Commercial Manager to lead our depot and sales activities. This pivotal position will be responsible for developing and implementing a robust and long term sales strategy, which is closely aligned to the company's long term strategic objectives and core values.

Key responsibilities of the role include:

- Overseeing the running and performance of the Company's Depots and Sales Team
- Directing sales operations/strategies and identifying new sales opportunities in all our business market sectors.
- Account management for key customers
- Overseeing product and business development, gaining and developing new business and improving our quality of service.
- Determining optimal pricing to balance profit with customer satisfaction
- Develop and improve our product procurement process and drive down costs
- Mitigate risks to the business
- Depot and monthly management reporting and KPI's

Key to your success will be your ability to connect with people: our business prides itself on the quality service it delivers to customers, and your demeanour, by reflecting our family values, will contribute to ensuring continued customer satisfaction and retention. You will have the ability to secure sustainable recurring sales, grow margins and make astute business decisions. In addition you will possess:

- Experience as a Commercial Manager preferably in the Dairy sector
- Strong people management and influencing skills
- Excellent planning and organisational skills
- Advanced problem solving skills and the ability to see the big picture
- Strong negotiation skills
- Ability to self-motivate and work independently

We are committed to giving you the skills and abilities to carry out your role, providing opportunities to allow you to build a long term relationship with the Company. In addition, we also offer benefits including:

- Competitive salary
- 30 days holiday inclusive of Bank Holidays
- Group Personal Pension Scheme – 6.5% Employer contribution
- Online employee benefits platform
- Cycle to Work Scheme
- Refer a Friend Scheme – potentially receive £250
- Employee shop – discounted products and potential free delivery
- Free car parking

For an informal discussion about the role, please contact Human Resources 01684 298959.

Please visit the Careers page at [www.cotteswold-dairy.co.uk](http://www.cotteswold-dairy.co.uk), to download an application form or email an up-to-date CV to [hr@cotteswold-dairy.co.uk](mailto:hr@cotteswold-dairy.co.uk) or post to: HR Department, Cotteswold Dairy Industrial Estate, Dairy Way, Northway Lane, Tewkesbury, GL20 8JE

*On receipt of your application, we will collect your name, contact details and other relevant information for recruitment purposes. The information you provide will help us determine your suitability for any vacancy we have. We understand how sensitive this information is which is why we are committed to safeguarding any data we do collect.*

# Cotteswold Dairy



<b>Job Title:</b>	Commercial Manager
<b>Department:</b>	Management
<b>Base Location:</b>	Tewkesbury
<b>Hours:</b>	40 hours per week, normally Monday - Friday
<b>Relationships:</b>	All Depots and Departments, Customers and Suppliers
<b>Responsible to:</b>	Managing Director
<b>Responsible for:</b>	Depot Managers and Sales Managers

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## **JOB DESCRIPTION**

Established in 1938, Cotteswold Dairy is one of the UK's leading independent, family-owned dairies. We support local farmers and communities by delivering the freshest, finest quality products and first class customer service.

### **Team Cotteswold:**

At Cotteswold Dairy we recognise that we will achieve far greater success working as a team, with empathetic people management and valuing each other, our staff and our customers.

The aim of 'Team Cotteswold' is to give a disciplined and determined effort to value everyone and everything and as a consequence make the Company the first preference for employees and customers alike over the long term.

### **The Team Cotteswold Vision:**

By 2025, to be the leading environmental family dairy. The Commercial Manager is key in supporting this vision.

### **Overview:**

Responsible for the productivity, efficiency and commercial performance of the Depots. Providing the Sales Team with clear direction and strategy to achieve long term sustainability and profitably growth through the identification of critical success factors and optimal routes to market.

### **Key Accountabilities:**

- Sustainable, professional Depots generating a positive financial contribution to the Group.
- Develop procurement strategies for key products across the Group, including wholesale and local depot opportunities.
- Sustainable customer value and satisfaction.
- Provide effective, consistent leadership and direction to immediate reports and the wider team, actively encouraging continuous improvements, self-development and delivery of excellence to achieve performance targets and objectives in line with Company strategy.
- Profitable sales growth, including new business, aligned to strategic objectives.
- Develop marketing and key promotions.
- Depot and Sales monthly management reporting and KPI's with forward looking objectives and accountability.
- High level customer management.

- Working with the Health and Safety Officer to ensure all Depot H&S and environmental obligations meet best practice and regulatory requirements.
- Responsible for formulating a budget for the Depots and Sales Teams and controlling costs, aligned to the business plan and departmental objectives, in order to meet controlled profitability and growth.

### **Main Duties & Responsibilities:**

- Overseeing Depot management with accountability for people, process and product improvements.
- Managing employee relations issues, which may arise including; recruitment, disciplinary, grievance, performance management and sickness absence.
- Develop and execute a detailed and long term sales strategy, which secures sustainable and profitable growth in our core markets.
- Identify and manage the value drivers of the business.
- Lead, manage, mentor and develop the Depot Managers and Sales Managers embedding a culture of professionalism and continuous improvement.
- Provide reports to the Board and Senior Management illustrating continued productivity and efficiency in line with KPI's.
- Identify, target, win and develop sustainable new business in our strategic markets.
- Develop and maintain a detailed understanding of key customers and markets and their value drivers delivering maximum customer value.
- Oversee sales activities, at Company and Depot level ensuring that they are always aligned to Company strategy and Company objectives.
- Standardise and further develop our product procurement process, rationalising product range to profitable and strategically consistent lines.
- Identify and mitigate key commercial risks and provide updates of market conditions and environment, future expectations, competitor activity and relevant indicators, spotting trends and advise of relevant opportunities and threats that these conditions present to the business.
- Set pricing mechanism for all Sales teams and Depots' activities, with suitable controls to build partner relationships and sustainable profitable growth.
- Liaise with relevant internal departments to ensure that customer needs are met and that customer requirements are fully communicated throughout the business.
- Develop and maintain policy and procedure for reviewing and approving customer credits, rebate agreements etc.
- Develop and maintain simple procedures and processes to accurately capture and report customer service levels, identifying and addressing weaknesses in customer service.
- Continually review and develop standard customer contracts, securing minimum supply periods and offering fixed price or a suitable pricing mechanism for larger customers.
- Development of specific sector customer pipelines to manage commercial risks, futures and sector trends.
- Adopting, promoting and continually demonstrating the Company's core values.
- Any other duties as required by the Directors.



## **Key Performance Indicators:**

1. Margin per litre
2. Depot contribution
3. Gross profit
4. Customer service levels
5. Retention of new customers
6. Product contribution

## **Skills (Essential):**

- Strong interpersonal networking and management skills, able to motivate and engage teams.
- A strong, confident, decision maker with a proactive approach and excellent negotiation skills.
- Experience of developing sustainable internal & external relationships.
- Possess excellent planning and organisation skills with an eye for detail.
- Strong communicator with the ability to influence at all levels.
- Trustworthy with a high work ethic and able to self-motivate and work independently.
- An understating of and ability to, not only adhere to our core family values, but to also have the ability to demonstrate these at all times and inspire others to follow.
- Proven ability to analyse and solve problems

## **Skills (Desirable):**

- Experienced Commercial Manager, preferably in the Dairy sector or similar, with a strong track record.
- Knowledge and contact base with the Dairy, retail and food service market.
- ILM Qualification at Level 3 or similar.
- Degree in Business Management or related area.