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| SECTION 1 – IDENTIFYING INFORMATION | | | |
| Job Title | Customer Manager (Online) | Department | Sales |
| Function | Sales & Category | Site | Home Based with ability to travel to all Hain Factory and Office sites across the UK. |
| Date | Feb 2025 | Approved by  (manager) | Karl Frestle |

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| SECTION 2 – JOB SUMMARY |
| The role is focussed on handling online-only customers directly and developing best practise for Clicks and Mortar customers (both online & physical stores).  This role will be focussed on the commercial management of key Customers, seeking to maximise sustainable profitable growth across Hain Celestial Brands and Retail Own Label.  Successful candidate must be able to build strong relationships and interface superbly across multiple functions and levels. Working cross functionally both internally and externally, the individual is responsible for all aspects of the customer relationship as a lead.  Key objective will be to drive sales, profit, distribution and visibility within the agreed account portfolio, achieving and exceeding set targets/budget. Managing existing business as well as identifying profitable new business opportunities. Negotiates CPI, annual terms, new listings & promotions.  **The successful candidate must have minimum 2 years online experience.**  It is a requirement that the jobholder and all reports are compliant with Competition Law at all times |

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| SECTION 3 – KEY ACCOUNTABILITIES | | INDICATIVE TIME SPLIT |
| Manage customer portfolio, accountable for achievement of agreed targets (Sales, Profit, Distribution, NPD launches and Activation). | | 40% |
| Build and review annual Customer plans aligned with overall business strategy. Manage the plan and update quarterly (aligned to desired JBP outcomes). | | 5% |
| Sales forecasting, reporting and analysis (against Budget and YOY), sharing insights to build a more robust P&L. | | 20% |
| To create and implement a full promotional and shopper activation programme within the customer portfolio, dovetailed with the Marketing plan and operating within the agreed promotional and A&P guidelines. | | 10% |
| Work cross functionally across all internal departments, both remotely and at Hain Factory and Office locations. This includes:  Category – reviewing market data and building compelling Customer presentations.  NPD and Marketing - agreeing NPD launches and implementing Brand/Shopper activation.  Logistics - co-ordinate continual supply and manage any shortfalls with the account.  Commercial Finance - managing and approving all spend, ensuring timely and accurate payment of all invoices. | | 25% |
| SECTION 4 – EDUCATION & EXPERIENCE | | |
| Education Level | Preferably Degree level | |
| Experience (i.e. Relevant experience, Industry Experience, Management level experience, etc) | FMCG & online sales background (Ideally Blue Chip) with experience of agreeing & managing JBPs.  Experience of dealing with online customers, good understanding of their algorithms and how to drive sales in this environment.  Constant horizon scanning of online Retail trends  Experience of Brand and Retail Own Label, preferably with both a chilled and either an ambient or frozen food business. | |
| Key Capabilities and Characteristics (Interpersonal skills, specific competencies, specific skills, etc.) | Must possess excellent communication skills, both internally and externally. Great usage of Absolute Clarity framework.  Results focussed.  Strong selling skills, particularly using Selling with Impact framework  Strong commercial acumen and attention to detail.  Strong negotiation skills, particularly using Ninja Negotiation framework.  Strong competency of Excel and PowerPoint software.  Willingness to trial a few initiatives, learn from the successes / failures and roll out to wider customer/product portfolio  Track record of building successful multi-faceted customer relationships.  Demonstrates behaviours in line with the Company’s Values (Own It, Win Together, Be Curious & Foster Inclusion) | |

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| SECTION 5 – DIMENSIONS & SCOPE | |
| Budgetary Responsibility | Direct Budget responsibility for Sales Value and Volume, together with all associated spend/investments, through to Delivered Gross Margin at Customer level.  Positive contribution towards Company’s NSV & EBITDA targets, as well as overall Balanced Scorecard measures |
| Other key dimensions  (e.g. sales, products, skus, reports, invoices, etc.) | Managing through & below the line spend within pre-agreed budgetary levels for all customers.  Approval of Customer invoices in line with pre-agreed budgets.  Agreeing promotions aligned to Finance/Category/Marketing guidelines.  Preparation of weekly/monthly reports on customer performance.  Understanding of Customer and competitor set, sharing insights internally. |

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| SECTION 6 – CONDITIONS OF ROLE | |
| State any conditions for role | Role will require regular travel to multiple Hain Factory and Office sites, and frequent Customer Head Office and Route to Market visits across the UK.  This role may include overnight stays. |

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| SECTION 7 – POSITION IN ORGANISATION | |
| **Peer Positions** | **PLEASE ENSURE YOU ATTACH CURRENT ORGANISATION CHART** |
| **Reports to**:  Retail Sales Director |
| **Works alongside and in collaboration with:**  Customer Manager, Category Manager, Marketing Manager, Finance Manager |
| **Line management** |

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| SECTION 8 – SIGNATORIES | | | |
| Job Holder Signature |  | Manager Signature |  |
| Name |  | Name |  |
| Date |  | Date |  |