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|  ROLE PROFILE |
| Job title | Commercial Executive- Waitrose and Morrisons | Date | June 2025 |
| Business | Savoury Pastry |
| Department | Commercial |
| Location | Leicester or Cornwall |
| ROLE SUMMARY (main purpose) |
| To be an active member of the Commercial function & cross functional teams in order to contribute to the delivery of sales & profit targets. Working closely with the relevant Snr Commercial Manager & other cross functional stakeholders, the Commercial Executive will focus on a specific customer portfolio & be responsible for improving customer data management, adding relevant insight to that data in order to drive decision making & taking ownership for key administration tasks in order to effectively execute the customer strategy. There is also the opportunity to become accountable for managing specific projects or areas of business within each customer.  |
| REPORTING STRUCTURE |
| Reports to | Waitrose Senior Commercial Manager, Savoury Pastry,  |
| Direct & indirect reports | None |
| Key internal stakeholders | Morrisons Senior commercial manager, Head of Commercial, Category Commercial Director, Commercial Managers, Business Development Manager |
| Key external stakeholders | Customer contacts |
| KEY ACCOUNTABILITIES AND RESPONSIBILITIES  |
| Sales * Focussing primarily on a specified set of accounts but with the flexibility to support on ad hoc requests for the whole of the Commercial function
* Responsible for improving customer data management & adding relevant insight to that data in order to drive decision making
* Building & developing internal & customer reports focussing on customer channel market data & Retailer EPOS data, where available
* Support Commercial Managers with customer promotional analysis and planning
* Taking ownership for key administration tasks (eg price changes, promotional notifications etc)
* Support the Commercial Manager in presentation building
* Actively participate in the development of product costings & margin analysis
* Support the Commercial Manager in the development & execution of any customer specific initiatives or elements of the customer JBP
* Attend & contribute at customer meetings & liaise directly with customer stakeholders as appropriate
* Accountable for specific projects assigned by the Commercial Manager/ Head of Commercial/ Category Commercial Director

Forecasting* Work in partnership with relevant Commercial Managers to ensure forecasting is timely & accurate. Input all volume forecasts into relevant systems. Make recommendations as appropriate & ensure the timely provision of this information to all key stakeholders.

General * Commercial systems and processes – the use of Recipe Professor (Point 74), Microsoft O365 etc
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| QUALIFICATIONS, EXPERIENCE, SKILLS / KNOWLEDGE |
| Qualifications | Degree qualified or equivalent |
| Experience | N/A |
| Skills/ Knowledge | Commercial acumenLogical decision makingStrong planning, organisation & time managementAttention to detailAnalytical Teamwork, relationship builderFull driving licence & willingness to travel to customers / events as required |
| PERSONAL ATTRIBUTES & BEHAVIOURS |
| The role would suit someone with good organisational and planning skills plus the desire to work as part of a team, but with the ability to make autonomous decisions when required.Attributes:* Honest: Must
* Respectful: Must be respectful of those you work with
* Curious: A natural curiosity for how things work
* Results oriented: A natural drive for results
* Relationship Management: Be able to work within and contribute to the team
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| COMPETENCIES FOR SUCCESS |
| Competency | Descriptors |

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| Values People | *Demonstrates the belief that people are our most important asset and central to the success of the organisation. Everybody should be treated with dignity and respect at all times.* |
| Customer Focus | *Demonstrates the understanding that the satisfaction of our internal and external customers is the foundation of our success* |
| Collaborative Team Working | *The willingness to act as part of a team and work towards achieving shared objectives through adopting best practice in line with PQP and Federalism.* |
| Flexibility & Adaptability | *The ability to change and adapt own behaviour or work procedures when there is a change in the work environment, for example as a result of changing customer needs.* |
| Initiative & taking ownership | *Steps up to take on personal responsibility and accountability for tasks and actions in line with PQP and Federalism.* |

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| **Selling & Influencing** | ***Influencing approach and selling style***Understands how to build a fact-based approachDemonstrates product and business knowledge and links them to customer needs***Questioning and listening***Ability to listen and differentiate between a need and a want. Understand methods of questioning.***Handling objections***Aware of the requirements of objection handling |
| **Commercial & Financial Know How**  | ***Data Savvy*** Can run reports and interrogate data to rank performance***Financial awareness*** Understands basic business and financial measures and how these affect profitability ***The 5C’s of ‘know how’*** ***Company - Consumer - Category - Competitor – Customer***Is actively building an understanding of the category in its widest sense, in order to both interrogate and communicate change |
| **Category and Consumer Insight** | ***Evaluating Markets***Understands the various markets and channels in which Samworth operates***Turning data Into Insight***Understand sources available and describe key metrics***Knowing your competitors***Can describe who Samworth’s competitors are by category***Understanding Consumers***Understand the principle of consumer segmentation and missions***Developing Category Strategies***Understands the need for category strategies and how teams use them***Building a category Plan***Understand the key levers we can pull when delivering a category plan***Range Management***Understands the principles of range segmentation***Price & Promotional Evaluation***Understands Shelf Price/ Promo Price and Base Price***Merchandising Principles***Understands how our categories are merchandised in store and can articulate basic merchandising principles (space/ sales - eye level etc)***Innovation***Understanding the role of innovation and identify key launches***The Role of Packaging***Understands the role of packaging in selling a product |
| **Presenting with Impact** | ***Has a clear objective for the presentation***Can articulate the purpose and key message of the presentationEngages with internal stakeholders on the presentation objectiveSense checks and informs key stakeholders the presentation content***Know the audience***Knows who they are presenting to and a little bit about the audience***Presentation Style***Creates a Professional first impressions and appearance with some audience engagement |