

## ROLE PROFILE

<b>Role Title</b>	Commercial Excellence Manager	<b>Location</b>	Bristol (Covering three locations - regular travel required)
<b>Business Unit</b>	Channel Strategy and Planning		
<b>Reports to Role Title</b>	Head of Commercial Excellence		

### PURPOSE

To lead and inspire the Commercial Excellence team, driving transformation and continuous improvement across our commercial operations. This role is essential in delivering exceptional value, quality service, and high performance. The Commercial Excellence Manager will use data insights, build strong stakeholder relationships, and foster a culture of innovation and excellence to ensure our commercial strategies are effectively executed and aligned with our business goals.

### CORE ACCOUNTABILITIES

- Lead, develop, and motivate a multi-site team with a focus on value-add, quality service, and high performance.
- Manage processes and resources to achieve identified standards, business KPIs, and objectives.
- Provide coaching and training to ensure team members are upskilled and subject matter experts in process and reporting.
- Build effective relationships with internal stakeholders, seeking service provision feedback to ensure requirements are met.
- Act as a point of escalation for Senior Managers and Sales Directors as needed.
- Work collaboratively to ensure cohesive, consistent, and efficient processes across the GB sales force.
- Establish and promote a culture of continuous improvement within the team.
- Through the Commercial Excellence Administrator, manage various accountabilities including:
  - Produce and analyse regular reports aligned with sales teams in collaboration with the Power BI team.
  - Provide recommendations on data analysis to support internal stakeholders.
  - Manage sales forecasting in collaboration with Sales and IBP/DP roles.
  - Manage all Brands Dispense requirements in collaboration with the Brands Dispense Specialist, including must-buy/must-sell in GB, billing/audit process, and equipment management/ordering.
  - Coordinate and manage VDuV, Staycold, Nesbits, and agreed third parties across the group.
  - Manage POS in line with budgets, ensuring full use of allocation and accurate recording of spend.
  - Report on own and partner brands.
  - Provide CRM support where applicable.

### KNOWLEDGE / EXPERIENCE / SKILLS

- Proven experience in leading and managing a multi-site team in a sales or commercial support environment.
- Strong background in commercial operations with a focus on process improvement and efficiency.
- Demonstrated ability to manage and analyse large sets of data to inform decision-making and strategy.
- Excellent stakeholder management skills, with a track record of building and maintaining strong internal and external relationships.
- Experience in training and coaching teams to develop skills and expertise.
- Proficiency in using CRM systems and reporting tools, particularly Power BI.

- Understanding of sales forecasting and inventory management.

#### TECHNICAL / BEHAVIOURAL / PERSONAL COMPETENCIES

- High level of commercial acumen with the ability to identify business opportunities.
- Strong analytical skills with the ability to interpret data and provide actionable insights.
- Excellent communication and presentation skills, with the ability to influence and persuade at all levels.
- Results-oriented and driven to achieve high performance and continuous improvement.
- Strong organisational and time management skills, with the ability to prioritise effectively.
- Adaptability and resilience in a fast-paced and changing environment.
- Innovative thinker with a proactive approach to problem-solving and process improvement.
- Competent IT skills including all MS office programmes, and reporting using Excel

#### BUSINESS SPECIFIC REQUIREMENTS (OPTIONAL SECTION)

- Regular travel is required across three different office locations to effectively manage and support the multi-site team.
- Ability to work flexibly to meet the needs of a multi-site operation.
- Experience with managing commercial processes and reporting tools is essential.

#### ROLE DIMENSIONS

No of Direct Reports	13	Financial Impact (Direct)	
Total Team Size	13	Financial Impact (Indirect)	
No of Locations	3	Other/ People Manager (No)	