



# Revenue Growth Manager



## the finer details

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Which site am I based at?

Yeo Valley HQ

Which team am I a part of?

Commercial – Sales

Who do I report to?

Senior Revenue Growth Manager

Who do I look after?

No direct reports

Team size?

11 (Insights team)

Do you have responsibility for a budget?

No direct ownership, but clear responsibility with influencing promotional spend.

Full/Part time

Ideally looking for a full-time candidate 5 days a week, but can be flexible for the right candidate

Office based / working from home?

Desired 2-3 days in the office at Blagdon HQ, with the balance of days WFH / offsite as required. Office presence is critical to build connection and strong working relationship with the teams

## The purpose of your role

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This is a great opportunity for an individual to come in and enable the business to make effective commercial decisions by producing robust analysis, reporting and scenario modelling, supporting the implementation of RGM tools and governance processes.

- ♥ Provide analytical insight and modelling that supports revenue growth decisions across pricing, promotions, trade investment and portfolio mix
- ♥ Run analysis and modelling to then present key findings to multiple stakeholders to support with and identifying opportunities to step-change the commercial delivery of our multi-branded portfolio, multi category and drive profitable growth in our ambitious and growing business.
- ♥ Support creation of the commercial playbook with key data & tools, using key consumer metrics to maximise the growth and profitability of the Yeo Valley portfolio of brands (Yeo Valley Organic, The Collective, Bluey, Ubley & Tidford).

### Your responsibilities:

- ♥ **Pricing Analytics**
  - Conduct price elasticity analysis
  - Build pricing scenarios and simulations
  - Track competitor pricing and price corridors
  - Support pricing recommendations
- ♥ **Promo Effectiveness Analysis**
  - Analyse promotional uplift and ROI
  - Measure cannibalisation and incremental volume
  - Evaluate promotional mechanics & present findings to multiple stakeholders
  - Support calendar analytics
- ♥ **Portfolio & Mix Analytics**
  - Analyse SKU profitability
  - Support mix improvement analysis, identifying portfolio optimisation opportunities
- ♥ **RGM Tools & reporting**

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## qualifications & experience

### Essential:

- ♥ 3 years+ commercial / finance / analytics experience
- ♥ Independent thinker and worker
- ♥ Diligent in creating, compiling, tracking and maintaining reports
- ♥ Ability to analyse and understand complex imperfect data from many sources and manipulate with expert excel skills
- ♥ Excellent communication skills, both written and verbal
- ♥ Ability to forge strong and effective cross-functional relationships

### Ideal (but not essential):

- ♥ Evidence of delivering in a similar role and/or background in consulting
- ♥ Evidence of highly numerical experience
- ♥ Evidence of driving recommendations into action for the business
- ♥ Knowledge of consumer insights and data agencies
- ♥ Understands trade & promotional spending effectiveness and ways of measuring ROI
- ♥ Well-rounded commercial knowledge and business acumen. Should understand full P&L levers and their impacts

- Maintain RGM dashboards / recurring commercial reporting
- Support tool development and automation
- Manage data inputs and quality
- Present back key findings

### ♥ Governance & support

- Prepare materials for pricing and promotion governance forums
- Track compliance with RGM guidelines
- Support commercial decision documentation
- Monitor KPI performance

## what good looks like for this role

- Adept at taking complex or ambiguous problems and solving in a structured, actionable, repeatable and methodical way to drive actions and solutions
- Strong stakeholder management. Highly connected with all functions and embedded into the heart of the business
- Data savvy and comfortable with advanced analytics concepts and working with imperfect data across multiple sources (both external & internal)
- Very strong project management and organisation skills
- Strong business acumen with a “commercial first” mind-set
- Embraces change, ambiguity and imperfect data from multiple sources

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HR use

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