



# Revenue Strategy 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?

Head of Category and MS&P

Who do I look after?

No direct reports

Team size?

n/a

Do you have responsibility for a budget?

Indirectly influence and input into all strategies and functional budgets (marketing & sales). No direct ownership, but clear responsibility with regards to 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 role is responsible for driving the strategic direction of YV business, through:

- Identifying and realising opportunities to step-change the commercial delivery of our portfolio and drive profitable growth in our ambitious and growing business.
- Using price, promotions, and trade investment as key levers, you will evolve and create processes to manage the commercial playbook, using key consumer metrics to maximise the growth and profitability of the Yeo Valley portfolio of brands. You will support and work with Brand Marketing teams closely on this.
- Maximising our Own Label portfolio through pricing, trade investments, product mix (i.e. maximising value, managing complexity and continuously conducting tail end analysis)
- Leading strategic recommendations, supporting and working with NAMs to understand our customer mix, taking best practices and applying them across our portfolio of retailer partners.
- Supporting business strategy projects up to board level. Acting as a strategic advisor and driving impact for the business.

### Your responsibilities:

- ♥ Lead and establish a Revenue Growth mind-set throughout the business
- ♥ Act as a business partner with Commercial, Marketing, Category and Finance to provide advanced analytics with clear recommendations that better validate pack price architecture & promotional scenarios
- ♥ Apply a consumer centric mindset to Revenue management through consumer and shoppers tools and metrics
- ♥ Lead and embed the governance of all our Revenue Management approaches, including applying the governance to future innovations
- ♥ Responsible for overall trade investment optimisation and promo spend, with a focus on playbook (management, co-creation and responsibility for pricing and promo guardrails)
- ♥ Thought partner with sales on customer mix management taking cross customer learnings

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## qualifications & experience

- ♥ Provides independent insight into our OL product portfolio, and recommends strategic opportunities to enhance P&L

### Essential:

- ♥ Strong leadership skills, with evidence of having taken people on the journey
- ♥ Independent thinker and worker.
- ♥ Well-rounded commercial knowledge and business acumen. Should understand full P&L levers and their impacts
- ♥ Diligent in creating, compiling, tracking and maintaining reports
- ♥ Ability to analyse and understand complex data from many sources, to then see the bigger picture and create strategies and execution plans. Clear evidence of taking insight to action.
- ♥ Proven track record in writing, implementing and delivering commercial strategies
- ♥ Excellent presentation and communication skills, both written and verbal
- ♥ Ability to forge strong and effective cross-functional relationships
- ♥ Excellent influencing and stakeholder management skills

### Ideal (but not essential):

- ♥ 3-5 years commercial/finance experience
- ♥ 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

## what good looks like for this role

- Adept at taking complex or ambiguous problems and solving in a structured, actionable and methodical way to drive actions and solutions
- Ability to independently lead, own and execute an agenda, involving stakeholders as required to support delivery of your objectives
- Strong stakeholder management. Highly connected with all functions and embedded into the heart of the business
- Leadership and influencing skills; adept at storytelling.
- Strong interpersonal & soft influencing skills – able to achieve results through others without direct influence over their agenda
- Data savvy and comfortable with advanced analytics concepts and working with imperfect data across multiple sources
- Very strong project management and organisation skills
- High strategic ability with a passion for consumer, shopper, customer, competitor and marketplace insight
- Strong business acumen with a “commercial first” mindset
- Embraces change and ambiguity

## HR use

Date of last review:

Job reference no:

Job level:

Job family:

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