



# Senior 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?

Head of Insights

Who do I look after?

1 direct reports

Team size?

11 (Insights team)

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 with other brands as required. Office presence is critical to build connection and strong working relationships with the teams.

## The purpose of your role

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This is an amazing opportunity for a self-starting, strategic thinking individual to establish RGM as a commercial operating system, driving revenue growth and profit optimisation in Yeo Valley.

Leading with and identifying opportunities to step-change the commercial delivery of our multi-branded portfolio (Yeo Valley Organic, The Collective, Tideford, Bluey and Own Label) and drive profitable growth in our ambitious and growing business. This includes:

- ♥ Leading the Revenue Growth Management agenda by creating pricing, promotional frameworks, including delivery of the commercial playbook to set the 1-2 year commercial strategy for the business.
- ♥ Leading strategic recommendations regarding trade investment and portfolio frameworks with senior leaders in Sales & Marketing and across the organisation.
- ♥ Developing organisational capability, implementing tools and leading cross-functional governance that enables disciplined, profitable growth with senior leaders across the business.
- ♥ Leading with key elements of the business strategy projects up to board level. Reviewing our 3–5-year growth projections & mix to recommend how we set ourselves up for success to drive revenue & profitability to achieve our strategic KPIs, as well as influencing & evolving our strategic KPIs.

## Your responsibilities:

- ♥ **Pricing Strategy & Architecture**
  - Define pricing strategy / architecture
  - Establish pricing guardrails and escalation rules
  - Lead price increase strategy and executive alignment
  - Ensure pricing consistency across channels
- ♥ **Promo & trade investment strategy**
  - Define role of promotion by brand and channel
  - Establish trade investment principles

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## qualifications & experience

### Essential:

- ♥ 5-8 years+ commercial/finance/RGM experience
- ♥ Strong leadership skills having worked at a senior level, with evidence of having taken people on the journey
- ♥ Well-rounded commercial knowledge and business acumen. Should understand full P&L levers and their impacts
- ♥ 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 at a senior level cross functionally

### Ideal (but not essential):

- ♥ Knowledge of consumer insights and data agencies
- ♥ Understands trade & promotional spending effectiveness and ways of measuring ROI
- ♥ Line management experience and evidence of coaching, supporting & nurturing talent

- Set ROI thresholds and governance rules
- Develop and maintain commercial playbook

### ♥ Portfolio & mix strategy

- Define portfolio roles (traffic driver, margin driver, premium tier)
- Guide SKU mix optimisation
- Embed margin discipline into innovation pipeline
- Ensure channel-specific assortment strategy

### ♥ Capability development

- Build organisational RGM capability across teams
- Create shared commercial decision frameworks
- Embed RGM thinking into planning cycles (AOP, JBP)
- Coach Sales and Marketing teams on value creation

### ♥ Tools & Data systems

- Define RGM data architecture
- Sponsor development of dashboards and modelling tools
- Ensure single source of truth for trade spend and pricing
- Partner with IT and Finance on automation

### ♥ Cross functional commercial governance

- Chair RGM governance forums
- Own pricing and promotion approval processes
- Lead cross-functional commercial reviews
- Ensure RGM is embedded in planning cycles

### ♥ Key deliverables

- Price/pack architecture framework & pricing governance model
- Promo strategy framework and trade investment & spend guardrails & framework
- Portfolio role & mix improvement framework
- Innovation guardrails
- RGM Playbook
- Promo effectiveness planning & evaluation tools
- Pricing simulation models & governance mechanisms
- Pricing approval framework
- Promotion governance process

what good looks like for this role

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- ♥ Self-starter mentality to drive and lead to step change through commercialisation of our brands
- ♥ Ability to independently lead, own and execute an agenda, involving stakeholders as required to support delivery of your objectives
- ♥ Strategic thinker to drive insight into action and step change WOW
- ♥ Challenge the status quo, and critically challenge senior leaders to drive change
- ♥ Is dynamic, agile and moves at pace
- ♥ Strong stakeholder management. Highly connected with all functions and embedded into the heart of the business
- ♥ Leadership and influencing skills; adept at storytelling.
- ♥ 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” mind set
- ♥ Embraces change, ambiguity and imperfect data from multiple sources (both external & internal)

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