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| **ROLE Title:** | COMMERCIAL MANAGER | | **DAte:** | | MAY 2025 | |
| **GRADE:** | GRADE D | | **Business Unit:** | | ACQUISITION CONSUMER ROADSIDE | |
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| **Role** | | **Key Responsibilities:** | | **Skills / Knowledge / Experience:** | | **Competencies / Values** |
| **Role Purpose**:  This role sits centrally in the Acquisition Team, driving commercial value and efficiencies through planning.  Reporting to the Head of Trading, this role holder is responsible for leading the Go-To-Market (GTM) planning to ensure the Acquisition Team develops and execute quarterly strategies that deliver excellent propositions to meet customer needs, driving market share and increasing team efficiencies and communications. They align cross-functional teams to ensure a cohesive approach that drives commercial growth, market competitiveness and governance adherence.  Driving the revenue P&L, the Commercial Manager will also manage the promotion and campaign plan - using trading data, budget forecast, product mix data and demand data to drive activity at the optimal timing. They will be the link across finance, pricing, marketing and sales teams to ensure all activity maximises commercial performance.  **Role Dimension:**  **Financial**   * Co-deliver c£60M gross revenue across consumer acquisition. * Manage the EBITDA target across all promotions to ensure activity is meaningful. * Manage the £’K A&P spend, ensuring that all investment is efficiently maximised to deliver ROI. * Strategically lead the promotional roadmap which underpins the entire budget across all categories to deliver profitable acquisition revenue and volume. * Co-support on commercial analyses to continually optimise P&L performance.   **Non-Financial:**   * Quality of GTM process and outputs – reduced meetings, cohesive collective plan delivering purpose and an engaged, fully aligned team. * Promotion and campaign output, including full business sign off, excellent executional delivery and all activity launching on time. * Create promotions and campaigns which are customer-first, ensuring they’re fair, accessible and achieving good customer outcomes. All activity must adhere to all ASA & FCA regulations. * Support trading teams with optimising existing activity or project managing the release of new initiatives. * Managing the roll out of new products in all other channels once the concept is proven in main web. * Commercial team alignment, working closely with the Head of Trading and Commercial Manager. * This role sits across IM, EBC and SME. * Matrix responsibility with the channel managers.   **Relationships**  **Internal:**   * Channel Owners, Campaigns, Compliance, Pricing, Finance, Marketing, Product, Insight, Martech, Legal and Retention.   **External:**   * Promotional fulfilment suppliers. | | **Outcomes:**  **GTM Planning**   * Deliver a robust GTM Process quarter-on-quarter through co-management. * Champion GTM across Consumer – delivering updates across Squad meetings, educating new colleagues and reinforcing the process positively to drive full stakeholder buy in. * Manage the day-to-day planning and policing adherence. * Across all planning meetings, capture commitments and manage stakeholder delivery against those. * Manage the communications out of new products, price changes, messaging changes and promotions across all teams. * Drive reduced meetings by championing the recurrent squad meetings. * Contribute to GTM Plans in the Commercial GTM meetings to ensure we hit our revenue P&L targets. * Drive team efficiencies in every day activity across the Acquisition Team through challenging and improving ways of working.   **Promotions & Campaign Management**   * Manage through the quarterly end-to-end delivery of promotions - ideate, cost in, create and deliver existing and new promotions across all categories. * Utilising insights and sales data – map and adjust the promotional plan to maximise commercial delivery from long term forecasting to reactive adjustments. * Work closely trading team to provide the promotional plan assumptions for budget and outlook across all channels. * Joint ownership of the tactical promotional process, ensuring the quick delivery of a sale change. * Promote execution excellence by leading the compliance and customer-first approach, whilst mitigating any risks which arise. * Own the activity planner, ensuring all external activity is reflected and shared with all teams. * Responsible for delivery of all BAU campaign activity from email sends, SMS sends, myRAC push sends, complimentary sweeps etc. - timings mapped to data and delivered on time. * Closely work with the pricing team to ensure price changes are mapped in plan and the discount logic is commercially viable, compliant and customer-first. * Work with trading team to propose activity for the A&P pot, ensuring that all investment is efficiently maximised to deliver ROI. Monitor activity and analyse performance to ensure all future investment is maximised.   **Full Channel Product & Pricing Roll Out**   * Manage the propositions in the indirect channels to ensure the relevant products are sold at the optimal price at the right time – all required through excellent execution. * Support indirect channels launch of new initiatives and partners by managing the internal approvals and managing pricing build.   **Cross-Team Project Management**   * Reduce inefficiencies across channels by managing relevant projects which scale over 3 or more teams. | | **Skills/Knowledge/Experience**   * Essential: commercial background with proven record of delivering against budget targets. * High degree of commercial acumen across key financial KPIs. * Self-motivated and a self-starter. * Highly organised; ability to switch direction as needed. * Strong communication skills including building networks at senior level across the organisation. * Robust understanding of how to use customer and market insight to deliver compelling propositions to meet customer needs and maximise sales. * Strong collaborative leadership and influencing skills * Working with the mindset of over delivering. * Proven track record of delivering projects to deadlines.   **Qualifications/FSA:**  Degree-level education, preferred in Business or Finance. | | **Core competencies:**   * Customer Focus - Level 3 * Commercial Awareness – Level 4 * Achievement Drive – Level 3 * Judgement & Decision Making – Level 3 * Continuous Improvement – Level 4 * Team Working – Level 4 * Leadership – Level 3   **Values**  Handle it Together:  •I care about our impact on others, and I do the right thing by acting with integrity and being fair  •I share ideas and work across functions to achieve the best results for the business  •I demonstrate the courage to positively challenge others  Exceptional Service  •I keep the best interests of our Customers and Colleagues at the heart of everything I do  •I go the extra mile to enhance our customer's experience, both internally and externally – delivering excellent results and service, every time  •I understand the business strategy and make sure our work supports our goals  Raise the Bar  •I'm driven and ambitious to be the best I can be and always look for ways to improve  •I challenge myself and others to do better every time and set stretching targets  •I never stop learning – actively seeking ideas and opinions from other people, learning from my mistakes and sharing my learnings with other  Own It  •I lead by example – I do what I say I will and take ownership of issues and solutions  •I'm trusted to be part of the solution and achieve the right outcomes for Customers and Colleagues |