

## OUR VALUES

### PEOPLE

- 01 Every person is vital for us to succeed. Supporting each other and our families to be the best version of ourselves.

### PRODUCTS

- 02 We take pride in every drop. From the clouds to tastebuds, we craft great tasting and quality drinks, every time.

### INNOVATION

- 03 The foundation for everything we do. Make a positive impact, think differently, act courageously, be heard, collaborate, have empathy, invest in change, embrace change, make things happen.

### CUSTOMERS

- 04 What are we without our customers? We have a customer-centric approach. Putting the needs and preferences of our customers at the centre of everything we do, quickly and effectively, promoting customer success.

### COMMUNITY

- 05 Our community is our home. Our combined responsibility is to be active, engaged, supportive, and to invest in our communities for the future.

### ENVIRONMENT

- 06 A non-negotiable promise. To respect, inspire and support by living in harmony with our environment.

## JOB DESCRIPTION – BUSINESS DEVELOPMENT MANAGER

Job Title	Business Development Manager
Department	Sales
Reporting to	Head of Foodservice
Responsible for	n/a

### Summary of Job Role

The Business Development role is a key part of our wider success story; you'll be customer-obsessed, championing our brands and supporting our customers at every turn. Your role involves driving sales by targeting key stockists and crafting collaborative joint business plans that ensure mutual success for us and our customers.

You'll work alongside a vibrant and passionate Radnor Hills team, collaborating closely with multiple departments, including marketing, P&I, sales and production. You'll share your ideas, successes, and failures, contributing to the innovative and supportive culture that defines us at Radnor Hills.

Embrace a hunter mentality as you work individually and collaboratively to achieve group and individual targets. Be self-driven, eager, and ready to make a mark in a team that thrives on success.

You will drive a best-in-class approach to supporting the brands in our customer base and communicate what works to the broader team. In your targeted accounts, you will build a strong understanding of their businesses and relationships with key stakeholders to cement further that Radnor is a must-work with supplier.

In this role, you will uphold the standards our customers expect while retaining our family-run approach. Our six core values are people, products, environment, innovation, customers and the community and they guide our collective mission when bringing our brands to life.

In our fast-paced and ever-growing sales team your career development is as swift as you make it. Clear personal development plans, crafted by supportive managers, ensure your success aligns with ours.

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## **Main Duties and Responsibilities**

- Develop wholesale and retail business by providing product and market information and merchandising advice to meet volume and revenue targets for customers working within the agreed expenditure budgets, supporting the achievement of company market share targets.
- Achieve listing and distribution targets within the agreed timescales and support by agreed marketing solutions.
- Creation of appropriate customer business plans with team designed to deliver mutual category grown for both company business and the customer.
- Create effective journey plans ensuring a balance is in place for prospect calls, development of existing customer base and implementation of channel priorities.
- Executing/account/brand activities devised by the sales and marketing team including customer sampling, tasting and customer trade days.
- Achieve coverage targets set out in the annual plan within outlets and trade channels that are assigned to each BDM.
- Maintain accurate 18 month rolling forecast shipment by SKU by period in accordance with factory production requirements and demand planning.
- Deliver compelling customer presentations which support the achievement of business objectives.
- Undertake in store visits to maintain a full awareness of what is happening in the market place.
- Provide regular ad-hoc reports regarding customer performance as required by the senior team.
- Monitor competitor activity and tactics and provide detail when appropriate to line manager/marketing team.
- Work closely with relevant customer services representatives to ensure customer specific service levels are met and exceeded.

## **Qualifications Required**

<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"><li>• Full UK driving licence.</li></ul>	<ul style="list-style-type: none"><li>• A degree level qualification in business management or development.</li></ul>

## **Experience Required**

<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"><li>• Previous experience in a sales/marketing environment.</li></ul>	<ul style="list-style-type: none"><li>• A minimum of 3 years' experience of working in the food service sector.</li><li>• Thorough understanding of the soft drinks market.</li><li>• Good understanding of UK food and drink retailers.</li></ul>

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**Skills and Competencies Required**

Essential	Desirable
<ul style="list-style-type: none"> <li>• High level of numeracy and analytical ability.</li> <li>• Excellent interpersonal skills for building and developing relationships both externally and internally.</li> <li>• Strong presentation and commercial skills, written and verbal with the ability to deliver persuasive presentations.</li> <li>• Excellent time management and organisational skills.</li> <li>• Ability to multi-tasks and prioritise your workload.</li> <li>• Self-starter, passionate and resilient.</li> <li>• Flexible approach to work with the ability to adapt to a fast-paced environment.</li> <li>• Team work.</li> <li>• IT skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Entrepreneurial and agile thinking.</li> <li>• Forecasting experience – high level of understanding customer data and market trends to soundly predicate any increases and decreases in customer demand.</li> </ul>

Employee Signature	
Print Name	
Date	

Line Manager Signature	
Print Name	
Date	

HR Signature	
Print Name	
Date	

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