

**Job Title:** **Commercial Manager**

**Reporting to:** Chief Executive Officer

The post-holder will be responsible for leading St John’s commercial activity, which purpose is to generate a surplus that can be applied to the funding of St John’s charitable objectives in the Bailiwick.

In the first instance, the post holder will be expected to critically appraise St John’s commercial strategy and to develop a three year plan by which to increase profitability. Investment is available to support this plan if required. The post holder will be eligible to participate in an attractive incentive plan linked to performance and delivery of the three year plan.

The post holder will be responsible for developing the efficient and effective running and development of retail operations that focus on innovative long-term care products, steering clients and customers to the best possible solutions.

The post-holder will be skilled at building relationships to support and challenge others to improve services for all people; service users, communities and customers. They will support a culture of continuous improvement, delivery of best value high-quality products, innovation and will initiate new commercially led ideas.

The post-holder will provide high quality support and assistance to Health Care Professionals. They will be responsible for building brands, increasing our market share, establishing new account relationships, and developing a great customer experience.

The post-holder will also support the Leadership Team to champion and promote compliance with a range of standards within the St John organisation.

## Key Responsibilities

- Establish, agree and implement a business plan to assist with meeting and exceeding sales targets, focusing on customer-facing activity and targeting new accounts in order to expand and develop the business and support the States of Guernsey Partnership of Purpose.
- Bring new business leads to fruition and managing existing accounts as well as providing sensitive and confidential customer support at all times.
- Understand customer needs and desires developing strategies for increasing opportunities to meet and talk to stakeholders and prospective customers in the sector.
- Ensure that deliveries and other loglogistic meet customers’ expectations.
- Develop operations through applying vision and drive to initiate change.
- Ensure operations are run efficiently, within budget and that regular monitoring occurs.
- Liaise and co-operate with stakeholders such as, government departments, nursing/residential homes and other health care professionals, hospitals and other agencies as necessary, and with suppliers and sales representative in order to secure the best possible terms.
- Ensure regular performance management and appraisals are carried out within the retail team.
- Ensure that the good name of the company is maintained, dealing with customers and other organisations in a professional and polite manner.
- Ensure the shop is presented in a professional and customer friendly manner at all times; whilst ensuring safe access is maintained for all users.
- Monitor sales and product mix volumes on weekly / monthly period & ensure that maximum efficiency of ordering and selling products and services is achieved.
- To contribute to the promotion of a learning culture which supports staff through change and development.

- Delivering presentations and promoting the product line to current and prospective customers.
- Monitoring and assessing staff performance and standards. Supervising the efficient running of the shop and staff, including allocation and completion of tasks, staff rotas, holiday and sickness cover.
- Assist with the preparation of appropriate reports as required for internal and/or external meetings/reviews.

### Other Responsibilities

- Participate in recruitment and selection of new employees and volunteers.
- Deal with complaints in accordance with the Company's policies and procedures
- Ensure the safety, suitability and cleanliness of equipment supplies or used by the Operations.
- Maintain stock, order supplies, and maintain records both written and computerised to ensure the efficient running of the Operations.
- Ensure the security of monies and property, and the serviceability and cleanliness of the property.
- Maintain the health and safety of staff and customers whilst on the property and using equipment and devices.
- Perform any other duties commensurate with these responsibilities, the post and skills and qualifications of the post-holder.

### Your attributes

- Strong IT skills and the ability to analyse information / competitor intelligence.
- Have a proven sales record; be dynamic, energetic and want success.
- Self-motivated with good organisational skills.
- Successful delivery of budgets / targets.
- Ability to create and develop product and pricing strategies, balancing firm objectives.
- Ability to develop and evaluate marketing strategies, based on knowledge of market characteristics. Attend relevant courses and seminars to keep abreast of developments in areas of clinical practice, standards equipment and healthcare products.
- Willingness to attend relevant courses and seminars to keep abreast of developments in areas of clinical practice, standards on equipment and healthcare products. Excellent organisational skills are essential as is the ability to motivate and manage staff. The post holder needs to be imaginative, innovative, reasoned and resourceful, they must be able to demonstrate an in-depth knowledge of the latest clinical/technical data provided by suppliers and interpreting, presenting and discussing this data with customers.
- Excellent organisational and communication skills and the ability to motivate and persuade staff members with varying levels of experience.
- Imaginative, innovative, reasoned and resourceful
- Ability to interpret data and to present data to customers.

# ABOUT YOU

## Person Specification **Commercial Manager**

This is a specification of the essential and desirable requirements that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
<b>Experience and Qualifications</b>		
A minimum of 5 years' experiences effectively leading a team		✓
Sales and marketing management experience	✓	
Proven ability to delegate, plan and organisational ability	✓	

Experience in ecommerce and digital marketing		✓
Supervisory / Leadership experience	✓	
Strong analytical skills	✓	
Experience with off the shelf point of sales systems	✓	
Experience in change management		✓
Skills, knowledge and abilities		
Excellent written, oral and electronic communication skills, good attention to detail	✓	
Ability to manage own work and achieve deadlines	✓	
Curiosity and Innovative thinking	✓	
Good IT skills (Microsoft Word, Excel and Outlook)	✓	
The ability to work with and relate to all levels of staff and volunteers across St John	✓	
The ability to manage challenging situations and influence change	✓	
Professional approach to work with high standards and confidentiality	✓	

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of the St John. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials:Exec Team

Date of preparation:22 June 2020