

Role Title: Head of Commercial Partnerships

Department: Food Retail

Job Level: 8

About the role:

Reporting into the Head of Trading and the role holder will be part of the food retail senior team to work collaboratively and provide challenge and innovation to the Group's strategy.

The role will have these areas of accountability – Commercial Partnerships, and Project Lincoln

Commercial Partnerships

You will be accountable for the development and delivery of a commercial partnership's strategy for the food retail group to ensure YOY sales and profit growth. You will be Accountable for identifying market trends to ensure that the proposition meets the needs of customers and members. You will be accountable for agreeing and managing commercial contracts and supplier relationships. You will work cross functionality to ensure the delivery of any new partnerships and work with teams to maximise growth of existing partnerships.

This includes FRTS (i.e lottery) , direct partnerships and concessions (ie uber) and franchises (I,e a coffee shops)

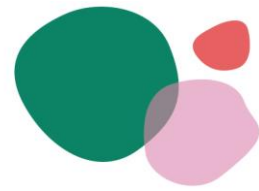
Project Lincoln

You will own the Lincoln strategy and associated P and L, and be accountable for the project, pilot and deployment. You will be responsible for liaising with key stakeholders in Food, the wider society and with external partners to ensure it delivers profitable sales and meets agreed KPI's .

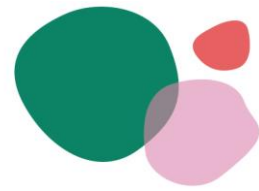
As a member of the Senior Management team you will provide direction, guidance, leadership and expertise to the Group and the wider Society, being an ambassador for Society led initiatives and exploiting collaborative opportunities.

Occasionally situations may arise that require the post holder to perform other duties or tasks as may be reasonably requested by the Society.

What you'll be doing:



- You will ensure Midcounties has a full and thorough strategy for the engagement of commercial partners to ensure profitable growth for the future which is fully aligned to the wider food group strategy
- You will work with internal and external stakeholder as appropriate to ensure all aspects of the total food store offering relating to the use of external partners is maximising commercial benefit (i.e. property, IT)
- You will develop and lead all new and existing commercial strategic partnerships across the food group from contract negotiation, commercials, communication, implementation and compliance
- You will work with the food senior operational to team to drive a culture of operational compliance and maximise commercial benefit for Midcounties
- You will be the strategic point of contact for external partners and commercial 3rd parties and you will regularly represent Midcounties externally and communicate critical and confidential
- You will identify appropriate partners for designated space in food stores, appropriate to your strategic goals and fully aligned to Midcounties
- You will hold accountability and responsibility for ensuring the agreement of contracts and ensuring partners deliver upon them
- You will work with the head of commercial partnerships from the other trading groups , societies and understand what the competition are doing .
- You will ensure that the society remains updated in regard to emerging and new market trends across the food retail sector in regard to partnerships
- To ensure that profitable business growth is accelerated, and that commercial success is achieved through appropriate pricing and cost to serve, including the ongoing monitor and review and potential exit of existing partners
- You will lead and develop a paid subscription food home delivery service for members and drive to expand it and maximise its commercial return
- You will be responsible for the creation and development of a new care-based subscription service (project Lincoln) from strategic development and concept through to implementation
- You will ensure effective communication across the society and ensure all relevant internal stakeholders are engaged to ensure a smooth and successful execution of commercial partnerships across Food and Project Lincoln.
- You will be responsible for conducting market research and analysis to create detailed business plans on commercial opportunities
- Maintain an awareness of external factors (including but not limited to competitors, local authority, developments, government business initiatives, current and proposed legislation in relation to commercial activities) which impact the group and society
- Represent the group/society externally e.g. at networking events, conferences and exhibitions to enhance and strengthen the group and society profile and optimise all business development opportunities



- To coach and develop colleagues whilst providing inspirational leadership to both indirect and direct teams to drive a high performance culture
- Systematically review the job performance of colleagues setting challenging goals and reviewing their attachment. Ensuring that all documentation is fully completed and followed up
- Play an active senior role in seeking ways to make our members experiences better and easier through all ways they can interact with us
- Adhere to all regulatory requirements within area of responsibility, ensure that all team members understand their regulatory obligations and responsibility for implementation of commercial and business practices and that the administration correctly complied with
- Actively supporting our Regional Community strategy through leadership and personal involvement
- Be a role model for exceptionally high standards, never cutting corners
- Keep confidential all trading and other sensitive information both within and outside of work

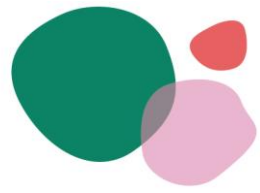
In addition, all employees are expected to work within the terms of their contract of employment and adhere to Society policies and procedures.

About You:

- * Previous experience of working in a senior role with strategic trading responsibility, including identifying new trading opportunities
- *Commercially astute, with a demonstrable understanding of, and success in, income generation, negotiation and partnership working
- *Can plan and forecast strategic changes, and understands financial implications of partnerships to be able to implement change
- *Strong communications skills and able to build strong relationships
- *Strong leadership and negotiating skills
- *Confidently able to represent Midcounties and its commercial interests externally
- * Plan for contingencies
- * Strong ability to maximise sales
- * Experience of working at strategic level, and ability to understand external markets and competitors to influence internal change
- * At least 5 years senior managerial experience

Scope:

- Reports to: Head of Trading
- Key internal contacts are internal departments and trading groups.



- Key external contacts are the Society suppliers