

Senior Commercial & SRM Manager – Job Profile (Commercial)

1

Purpose: The Senior Commercial & Supplier Relationship Manager is a pivotal leadership role responsible for the overall commercial performance of our retail categories and the strategic management of supplier relationships. This position drives the negotiation of commercial terms, fosters strong partnerships with key suppliers, and uses data-driven insights to develop and execute category plans. The role is focused on maximising sales and margin, ensuring we deliver exceptional value and quality to our members and customers, while upholding our co-operative values.

- **Reporting To:** Head of Commercial and Format Development
- **Essential skills and experience:**
 - Strategic Commercial Management: Proven track record in developing and implementing commercial and category strategies that drive profitable growth.
 - Supplier Relationship Management: Extensive experience in leading and managing supplier relationships, including complex negotiations and joint business planning.
 - Leadership & Team Management: Ability to lead, motivate, and develop a high-performing commercial team.
 - Financial Acumen: Strong understanding of P&L drivers, margin management, and the financial impact of commercial decisions.
 - Data-Driven Decision Making: Competence in using commercial data and analytics to inform strategic choices and measure performance.
- **Qualifications:**
 - A degree in Business, Commercial Management, or a related field is desirable.
 - Significant experience in a senior commercial, category, or buying role within the retail sector is essential
- **Role Levelling:** M2

We make a *difference* to Members & customers

✓ Area of responsibility:

- Lead the development of category strategies that ensure a compelling and competitive product range that meets the needs of our members and customers.
- Negotiate the best possible pricing and promotions with suppliers to ensure we deliver excellent value for money.
- Work with the team to identify and onboard new products that enhance the quality and ethical standards of our offering

✓ Measures of success:

- **Sales & Margin Performance:** Exceeding annual sales and margin targets for assigned categories.
- **Customer Value:** Positive feedback and high scores on member satisfaction surveys related to product range, quality, and pricing.
- **Competitive Position:** Demonstrated improvement in our market positioning against key competitors

We're *better* every day

✓ Area of responsibility:

- Continuously review and optimise supplier agreements and commercial terms to improve profitability and efficiency.
- Implement structured joint business plans with key suppliers to drive mutual growth and innovation.
- Utilise reporting and analytics from the Merchandising, Technology & Analytics team to identify opportunities for continuous improvement in category performance.

✓ Measures of success:

- **Supplier Performance:** Measurable improvements in supplier service levels, cost reduction, and joint business plan execution.
- **Commercial Process Improvement:** Reduction in time-to-market for new products and promotional activities.
- **Data-Informed Strategy:** Clear examples of how data and analytics have directly informed and improved category performance.

We're a *caring* community

✓ Area of responsibility:

- Uphold and promote ethical trading practices and fair negotiation principles with all suppliers.
- Actively seek out and build partnerships with local and ethical suppliers, ensuring their products are well-represented in our stores.
- Communicate our co-operative values to suppliers, ensuring they understand and align with our purpose.

✓ Measures of success:

- **Ethical Trading:** Positive audit results and feedback from our ethical sourcing programs.
- **Local Supplier Growth:** Measurable increase in sales and number of products from local suppliers.
- **Supplier Feedback:** Positive feedback from suppliers on the quality of our partnership and collaboration

We work together with *purpose*

✓ Area of responsibility:

- Act as a senior leader, ensuring the commercial team's goals are fully aligned with the wider business strategy.
- Foster strong collaborative relationships with internal stakeholders, including Merchandising, Finance, Supply Chain, and Marketing, to ensure a joined-up commercial approach.
- Represent the commercial function in senior leadership forums, providing strategic insights and contributing to broader business initiatives.

✓ Measures of success:

- **Strategic Alignment:** Clear evidence that commercial plans and activities are directly supporting broader business objectives.
- **Internal Collaboration:** Positive feedback from key internal stakeholders on the quality of partnership and communication.
- **Leadership Contribution:** Successful delivery of key projects that span multiple business functions, with measurable commercial outcomes.