

Head of Commercial - Food

Society Division:	Food
Society Reporting Unit:	Commercial Team
Location:	Lichfield
Reports to (job title):	CCO
Number of direct reports:	
Number of in-direct reports:	8
Budget / Revenue Responsibility:	£1.6bn
Key Stakeholders:	Retail Operations, Marketing, Supply Chain
Date of Job Description:	19/08/26

Role Purpose:

As Head of Commercial, you will be an integral member of the Senior Retail Leadership team. Developing a high performing team, you will be responsible for defining the category strategies and the delivery of the broader Food Commercial Strategy as well as delivery of the sales and margin budgets of the Food team.

As part of this role, you will be helping to drive positive change across the Food Group and cultural progression focussing on not just what we do, but how we do it. You will work collaboratively with other key leaders to ensure the delivery of food contribution targets.

Role Responsibilities:

- Partnering with the Coop Group as part of the FRTS (Federal Retail Trading Services) framework to ensure timely delivery of key trading initiatives, whilst influencing and supporting the agenda to meet the commercial needs of Our Coop Members & customers
- Be relentless at putting our stores and our Members / customers at the heart of all decisions we take, ensuring that activity is simple to understand, easy to execute and robustly reviewed and approved so that we continuously learn and improve all aspects of the commercial proposition
- Working with marketing, you will be responsible for co creating the customer and member plan.
- Assist in the design and delivery of the price and promotional strategy & forecast and manage the margin to drive profitable growth on over £1.6bn of annual turnover
- Working with Format & Space team to ensure our macro and micro space is optimised to deliver for all shopper with ownership of our micro space and ranging decisions, secondary space, and the play a key role in the governance process.
- Ensuring that delivery of store change relating to range and promotions is consistent with our format strategy and our overall vision and Food Strategy.
- Define and deliver the Local Sourcing Strategy, managing the end-to-end relationship that enables us to develop and grow our commercial proposition. This includes developing the overall strategy, supplier and distributor relationships and negotiating of contracts with direct suppliers. You will own the design and delivery of efficient route to market for local supply. You will be responsible for ensuring delivery to strategy, driving efficiencies, incremental sales and profit over and above core FRTS range.

- You will be responsible for aligning the leadership team around a motivating Value Strategy for our customers and members, supporting the delivery of our overall commercial targets.
- Accountable for introducing a new critical process to ensure there is structure in place to deliver new range reviews ranges, ensure data accuracy and accurate pricing.
- Accountable for managing stock and weeks cover for local / direct
- Own the trading meeting to ensuring that it improve right first-time delivery of promo cycles, range reviews and events.
- Create and develop high performing team across a broad range of specialisms
- Own the trading plan, enabling the delivery sales and EBITA Food performance.
- Retain a constant awareness of the UK Retail Market, innovations, new trends and commercial opportunities.
- Be able to inspire, build and maintain strong relationships with our store teams and stakeholders both internally and externally to get the best outcomes for our customers & Members, building long term relationships and partnerships based on trust

Qualifications & Experience:

Essential Qualifications

- Excellent communication skills
- Leadership skills and experience managing teams.
- Role model teamwork and collaboration
- Excellent negotiation and commercial acumen
- Deep understanding of food retail and food service consumer trends.

Desired Qualification

- Understanding of customer insight tools and market trends
- Legislative requirements within a food retail environment.

Essential Experience

- Experience of leading large scale food retail commercial teams.
- Strong understanding of category dynamics and roles.
- Experience of complex negotiations and contracts including understanding of supplier economics.
- Must demonstrate ability to drive category growth and innovation

Desired Experience

- Leadership of category management teams
- Experience with micro range planning and rationalisation
- Product lifecycle management
- Private label vs branded strategy
- Experience of execution of Food Value Strategy.

