



FoodCoop

TravelCoop

FuneralCoop

Little
Pioneers
early years coop

BroadbandCoop

EnergyCoop

MobileCoop

Director/ Senior Head of Commercial Finance

Organisation: Central England Co-operative / OurCoop

Location: UK (multi-site including Support Centres in Lichfield and Warwick) / hybrid

Reports to: Chief Financial, Technology and Property Officer (CFO)

Direct Reports: Senior Commercial Finance Managers / FP&A

COMPANY BACKGROUND

OurCoop is the UK's largest independent co-operative Society of £1.6Bn Sales, with more than one million Members and 13,000 colleagues operating in communities nationwide. Its heritage spans over 175 years and was formed by bringing together Central Co-op, The Midcounties Co-operative (Jan 26) and Chelmsford Star Co-op (Autumn 25) to create a stronger, member-owned organisation rooted in shared co-operative values.

The Society trades nationally through its family of businesses while remaining deeply rooted in local communities. Its footprint spans Gloucestershire, Oxfordshire, Wiltshire and Bedfordshire in the South and West; the Midlands including Derbyshire, Staffordshire and Northamptonshire; the North including Cheshire, Greater Manchester, Lancashire and Yorkshire; and the East of England, including Essex, Norfolk and Suffolk.

OurCoop and its family of businesses are trading names of Central England Co-operative Limited.

OurCoop brings together a family of established co-operative businesses operating across food retail, travel, funeralcare, Early Years and utilities:

- FoodCoop – Over 500 stores at the heart of high streets across the UK and serving communities with quality, responsibly sourced products.
- TravelCoop – More than 70 branches plus online services, helping people explore the world while supporting ethical tourism.
- FuneralCoop – Over 150 funeral homes, providing dignified, compassionate support when families need it most.
- Little Pioneers – More than 40 Early Years nurseries giving children the best possible start, run on co-operative principles.
- EnergyCoop, MobileCoop and BroadbandCoop – The UK's only co-operative utilities provider, demonstrating that essential services don't need to prioritise shareholder dividends over customer needs.

We also have over 1,100 property assets, recently launched a Media Coop and offer members the opportunity to invest from a pound for a single share to a long-term investment. Additionally, we are committed to thoughtful investment bringing

communities to life and giving back to communities via the Community Dividend Fund and are on a journey to deliver green energy self-sufficiency.

We're independent from The Co-operative Group, but we're part of the wider co-operative movement, working together to provide all sorts of benefits for our members and customers. In the true spirit of co-operation, we work with each other so that, as part of a larger unit, we have the buying power of much bigger companies through economies of scale.

Our vision is to be the UK's best consumer co-operative by making a real difference to our members and our communities.

THE ROLE & KEY ACCOUNTABILITIES

The appointed candidate will act as an integral partner to Selina and the wider Executive team and drive the pace, commerciality and financial performance delivery across the Senior Leadership team. As such, the successful candidate will be an experienced commercial finance leader with proven relevant breadth of experience, with well-honed business partnering skills and demonstrable ability to operate with agility and rigour. They will be hands-on and a 'doer' as well as being strategically very capable - able to drive impactful change and transformation in the function and the wider organisation.

They will provide exceptional leadership to their team, building capability and future succession in the function. Additionally, they would be considered as a potential successor to Selina in 3 – 5 years' time as CFO.

The Senior Head of Commercial Finance will evolve and integrate the commercial finance and FP&A capability from the three Societies across the trading divisions and support to create value and deliver financial performance.

The Senior Head of Commercial Finance is responsible for financial insight, proactive challenge, trend forecasting and decision support across all trading divisions, ensuring the Society delivers sustainable growth, member value and commercial returns in line with the business case targets of Contribution, Synergy and Cash Generation/ Net Debt reduction.

The role acts as a strategic partner to operational and executive leadership, embedding financial discipline while supporting innovation and investment.

KEY ACCOUNTABILITIES

Better every day Commercial Performance and Strategy

- Challenge and support leaders to improve the performance of their business areas and support long-term strategic initiatives.
- Working with the technology team, translate strategy into clear financial targets, KPIs and value drivers.
- Proactively identify future opportunities and risks and deliver excellent financial analysis across the P&L, working capital cycle and Net debt.
- Provide actionable commercial insight and opportunities to improve financial outcomes across the Societies with advocacy across the leadership team.

- Lead financial planning and performance across key business units.
- Ensure strong financial governance and transparency.

Work together with purpose

- Integrate and build a strong capable finance team. Provide strong leadership, continually improving systems and processes, embedding what good looks like over a period of time; create and drive a first-class performance culture. Build capability in business partnering, data analytics and AI tools, commercial acumen and business partnering.
- Lead all aspects of financial planning, performance reporting, commercial business partnering and retail analysis
- Work with the senior leadership team to drive accountability and deliver the annual/ five-year plan. Hold business leaders to account on the delivery of their outcomes.
- Own the business partnering approach and embed a high-performance culture which works hand in hand with the wider business. Bring the vision and total business understanding to develop long-term partnerships across the business and Group to drive commercial performance.
- Bring pace, commercial understanding and best practice to the senior leadership, raising the bar in terms of leadership and strategic contribution and influencing beyond the finance function
- Work with head of reward on our incentive programmes so that they align with the 5-year strategy.
- Improve team engagement and outcomes.

Make a difference for members and customers

- Ensure robust business cases and lead the post-investment review to ensure we make the difference we expect for members & customers.
- Lead budgeting, forecasting and long-range planning processes. Drive understanding of value in investment decisions and conversion into in year Budget delivery. Continuously improve forecast accuracy and operate a “no surprises” approach for performance.
- Develop scenario modelling (e.g. inflation, cost pressures, consumer demand).

We're a caring community

- Play a key role in supporting the long-term investment / ROI on our sustainability goals.
- Proactively work across teams to integrate the three Societies.
- Support scale benefits from the broader OurCoop structure Nationally and further afield.

Key stakeholders include the CFTPO and wider Executive, the Senior Leadership Team, Senior Heads of Trading and Operations and the Finance function.

SKILLS & EXPERIENCE

The ideal candidate will have / be:

- An experienced finance professional with a demonstrable track record in FP&A focused positions in fast-paced, commercial environments.

- A deep knowledge of what good looks like in a best-in-class finance function including experience in business transformation, cost optimisation and data or system improvement initiatives.
- Proven success in proactively creating P&L value and positively influencing business decisions through excellent financial analysis, budgets/forecasts and reporting processes
- Deep understanding of the retail sector and drivers including the market, margin, pricing, leakage, footfall and marketing.
- Analytical, detail focused but also able to communicate the strategic imperatives
- Proven ability in creating and presenting actionable insight in business presentations, reports and communications
- Ability to work with and build a strong rapport with the Central Co-operative Executive Team and Senior Leadership Team; has the gravitas and credibility to influence and engage a wide range of stakeholders
- High levels of integrity; makes a strong positive impact
- High levels of ambition, combined with the emotional intelligence to steer a strongly values-led organisation onto an upward commercial trajectory
- A positive, can-do attitude; a dynamic individual who will energise colleagues, inspiring and motivating teams and peers

SALARY AND BENEFITS

Competitive base salary with a flexible benefits package