

# Head of Sales & Commercial

## Sales & Commercial Team

Reports to Founder & Director



### Main objectives

Reporting to the Founder, you'll be responsible for leading Better Food's commercial strategy, ensuring that we continue to offer a compelling product range while maximising sales and profitability. This role combines leadership of both the buying and marketing functions, ensuring they work in sync to deliver an outstanding customer experience.

### Key performance indicators

- Sales growth and profitability improvement across key product categories.
- Stock efficiency and successful stock file management.
- Introduction and success of new product developments (NPD).
- Supplier relationships and commercial agreements.
- Alignment with Better Food's vision and ethical sourcing commitments

### Key Responsibilities

- Sales & Commercial Strategy – Develop and implement a data-led plan to grow sales and increase profitability across all Better Food stores.
- Stock & Inventory Optimisation – Ensure our stockfile is clean, efficient, and commercially effective, acting on slow/non-sellers and improving stock turnover.
- Pricing & Margin Management – Use data analysis and Excel modelling to optimise pricing and enhance margin performance.
- New Product Development (NPD) – Lead the development and introduction of innovative products that align with market trends and customer needs.
- Promotional Strategy – Drive a “less is more” promotional approach, ensuring that fewer, high-impact promotions deliver results.
- Marketing Leadership – Oversee brand positioning, in-store signage, product presentation, and customer engagement strategies.
- Customer-Focused Marketing – Work with the marketing team to ensure campaigns align with commercial goals and drive store footfall and loyalty.
- Data-Driven Decision Making – Utilise sales and customer insights to continuously improve both buying and marketing effectiveness.
- Team Leadership – Manage and develop the Buying and Marketing teams, ensuring a strong commercial culture with a shared focus on Better Food's mission and values.

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## Skills & Experience Required

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- Commercial leadership experience in retail, buying, or category management, ideally with exposure to marketing functions.
- Highly analytical, comfortable working with data to track trends, optimise stock, and drive performance.
- Expert Excel skills – including data analysis, pivot tables, and forecasting.
- A strong understanding of pricing strategies, stock management, and supplier negotiations.
- Experience working in a fast-paced retail environment, with a structured and organised approach.
- A passion for ethical, organic, and sustainable retailing is preferred but not essential.