



## **COMMERCIAL MANAGER**

Job grading / salary scale: 5

Hours of work: 24.5 hours per week (flexible)

Reporting to: Head of Development

Responsible for: Relevant sales and support staff

Location: Central Bristol office (1dpw min), with flexible home working approach

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The purpose of the Commercial Manager role is to develop and implement commercial services for Frank Water Enterprise in line with the organisational strategy and values. This role will build strong, long term commercial partnerships with businesses and customers.

You'll communicate the organisation's purpose and needs in a clear, consistent way to partners and businesses through a variety of communication channels, finding shared values and ensuring they feel motivated to support Frank Water through their purchases and understand the impact of their support, feeding into the wider charity.

Key responsibilities and duties:

### **To increase sales of packaged water and build positive relationships with suppliers, wholesalers and distributors**

- Drive sales of all forms of packaged spring water, through leading the sales cycle, from new business acquisition to account management, growing our network of distributors and stockists.
- Oversee and enable smooth and efficient handling of all enquiries, orders, invoices and credit chasing, through close working and establishing effective processes with the Finance & Admin Assistant.
- Build and maintain positive relationships with customers, suppliers, and distributors.
- Respond to feedback from suppliers and customers, refining and/or changing processes and products as appropriate.

### **Increase income by developing strategic partnerships to enable new, sustainable hydration solutions for restaurants, businesses and events**

- Work with existing strategic partners and/or develop new partnerships that enable Frank Water to deliver more sustainable year-round hydration solutions for a wider variety of events, venues and business sites.
- Maintain fruitful relationships with strategic partners, through regular communication, staff engagement and delivery of training, to ensure messaging and values align.
- Build collaborative relationships with other related organisations/brands, maximising opportunities for beneficial joint ventures, including opportunities for sponsorship and co branding.
- Stay abreast of current trends in hydration solutions in order to anticipate future trends likely to have an impact on our work and inform innovations.
- Provide the Event & Comms Exec with product proposals to maximize opportunities for income at events and festivals.

### **Develop and drive sales through ecommerce and co-brand opportunities (products and merchandise)**

- Work closely with the Head of Development and the Corporate Partnerships Manager to develop opportunities for co-branding on products and merchandise.
- Liaise and develop relationships with suppliers, and support the Finance & Administration Assistant in managing orders, delivery, and invoicing of stock purchases.
- Work closely with the Fundraising & Communications Manager to source and work with suppliers and designers on event-specific lines and new product development.
- Overseeing ecommerce activity, ensuring strict stock control and that orders are handled in a timely manner, through close working and establishing effective processes with the Finance & Admin Assistant.

### **Respond to and win tenders for Frank Water CIC to deliver our hydration solutions for large commercial opportunities**

- Identify tender opportunities relevant to Frank Water's products and services.
- Work closely with the Head of Development, Finance Manager and Fundraising & Communications Manager to develop and deliver strong bids that clearly represent the social value and wider benefits that Frank Water products provide.

### **Work collaboratively with the Frank Water team, to contribute to wider organisational aims, maximising commercial income, fundraising and PR opportunities**

- Explore opportunities for product development as appropriate and in line with Frank Water's strategy.
- Actively network within the social enterprise space and other relevant sectors to raise the profile of Frank Water CIC and charity, and develop new commercial opportunities.
- Work closely with the Head of Development and the Fundraising & Communications Manager to identify, develop, and trial new strategies for increasing engagement and creating an easy donor journey for customers of all Frank Water products and services.
- Work with the Fundraising & Communications Manager to identify and exploit opportunities for positive press and advertising.
- Maintain regular communication with retailers, distributors, wholesalers and partners by sharing engaging FW updates and the impact of their purchasing through Frank Water CIC.

### **Development of and responsibility for internal processes and procedures**

- Ensure clear and quality record keeping, pipeline and account management through consistent and robust use of the organisational database.
- Regularly analyse management accounts to develop a sound understanding of the company's financial position to aid commercial decision making.
- Support the Head of Development and Finance Manager with CIC financial forecasting and annual budget planning.
- Work with the Head of Development to provide quarterly updates and plans to the Board of Trustees, ensuring they have information on all relevant matters which enable it to fulfill its governance responsibilities.
- Actively contribute to the strategic direction of the CIC, reflecting customer and market insights.