Dairy Commercial Director

Dairy leadership and board

Job title	Dairy Commercial Director
Department	Dairy leadership and board
Reports to	Chief Executive Officer
Direct reports	Head of Sales, Head of Marketing, Key Account Managers, Export Sales Manager and Pricing Manager
Location	*[To be confirmed by the employer]*
Contract type	*[Permanent / fixed-term / other]*
Salary and benefits	*[To be confirmed by the employer]*

Job purpose

Leads sales, marketing, key accounts, export and pricing for the dairy business. Grows profitable revenue and gets the best possible return from every litre of milk across retail, food-service, ingredients and export channels. Works closely with operations, finance and milk supply so that commercial plans match what the business can produce.

Key responsibilities

Commercial strategy

- Develop the commercial strategy and annual sales plan in line with the business strategy
- Decide which channels, customers and markets to target for the best long-term return
- Balance branded, private-label and commodity sales against milk supply and plant capacity
- Track market trends, competitor activity and consumer demand and use them to shape plans

Sales and key accounts

- Lead relationships with major retail, food-service, manufacturing and distributor customers
- Negotiate supply agreements, prices, promotions and service levels
- Set sales targets and track performance by customer, product and channel
- Resolve major customer issues quickly with the operations and quality teams

Pricing and margin

- Set pricing policy and approve prices, discounts and contract terms
- Pass changes in milk and commodity costs through to customer prices in good time
- Agree fixed-price and index-linked contracts within risk limits set with finance
- Monitor margin by product, customer and channel and act where returns fall short

Marketing and product development

- Lead brand strategy, marketing plans and budgets
- Work with research and development teams to launch new and value-added dairy products

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- Make sure marketing claims, labelling and advertising comply with food and consumer law
- Promote the business's sustainability and animal welfare record accurately and honestly

Export and international trade

- Develop export markets and select distributors, agents and partners
- Manage export pricing, payment terms and currency risk with finance
- Ensure export sales meet trade rules, certification and market access requirements
- Sell butter, powders and cheese at the best available price across markets

Leadership and compliance

- Lead, develop and motivate the sales and marketing team
- Make sure all commercial activity complies with competition law and anti-bribery policy
- Contribute to sales and operations planning and executive decisions

Qualifications and experience

Essential

- Senior commercial leadership experience in dairy, food or consumer goods
- Track record of managing major retail or food-service accounts
- Experience of setting prices and managing margins in volatile commodity markets
- Strong record of negotiating with large customers
- Experience of leading sales and marketing teams
- Good knowledge of competition law and food labelling requirements

Desirable

- Degree in business, marketing, food science or a related subject
- Experience of dairy commodity trading or ingredient sales
- Experience of developing export markets
- Experience of building brands

Skills and attributes

- Commercial and strategic thinking
- Negotiation and influencing
- Pricing and margin analysis
- Customer relationship management
- Market insight
- Team leadership
- Clear presentation and communication

Measures of success

- Revenue, volume and gross margin against plan
- Return per litre of milk against market benchmarks
- Growth and retention of key accounts
- Export sales volume and margin by market
- Customer service levels and complaints
- Return on marketing spend and sales from new products

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Working conditions and safety

Based at head office with frequent travel to customers, trade shows and export markets, including overseas. Some meetings take place outside normal working hours to suit customers in other time zones.

- Lead by example on health, safety, food safety and animal welfare
- Uphold the code of conduct and all legal and compliance requirements
- Raise concerns and report incidents promptly

This job description outlines the main duties of the role. It is not a complete list, and the employer may update it as the business changes, in consultation with the jobholder.

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