



## **JOB DESCRIPTION: Bakery Category Manager**

**Reports to: GM - SFS Imports**

### **Key Objectives**

1. Establish a high quality product and supplier network to support and enable the development of sales to the bakery category.
2. Set and execute a sales strategy for the development of the imported bakery category within the customer branch network & other direct SFS Imports customers.

### **Functional Relationships:**

- Customer Branch GM's
- Customer Branch Sales Managers & Account Managers
- Customer Branch Purchasing Supervisors
- Customer National Account Managers
- Imports Procurement Team Members

### **Core Responsibilities**

#### **Procurement, importing and range management (Time allocated 20%)**

1. Maintain and manage a range of imported bakery products to meet NZ market requirements.
  - a. Identify, evaluate and on-board high quality suppliers of bakery products
  - b. Negotiate favourable terms, contracts and pricing agreements with suppliers to ensure competitive advantage and profitability.
  - c. Forecast stock requirements incorporating the projected product growth, negotiate best pricing, shipping terms and delivery schedules with suppliers.
  - d. Instruct the Imports Procurement Team to place purchase orders on vendors advising of agreed pricing, shipping terms & required delivery dates.
  - e. Continue to develop our product range with the introduction of new products and suppliers as appropriate.
  - f. Ensure the necessary processes are in place to maintain quality and integrity of the supply chain, with specific emphasis on food safety, quality & continuity of supply.
2. Maintain a balanced inventory ensuring we have sufficient stock on hand to support sales forecasts without unnecessarily adding additional cost of storage & use of capital to products.
3. Develop a strong and collaborative relationship with the customer National Procurement team to ensure the best outcomes for Bidfood are collectively realised. Where there is a

crossover in local and imported products ensure that the supply is balanced so as not to negatively affect market dynamics in either volume or price.

4. Develop relationships with domestic suppliers to ensure robust knowledge of the local supply chain and seasonal dynamics that may impact on demand positively/negatively for imported products.
5. Plan for seasonality of the ingredient markets, and develop procurement/supply chain strategies to deal with this.
  - a. Manage stock levels to ensure continuity of sales to all customers.
6. Travel domestically and internationally as appropriate to develop and maintain both new and existing supplier relationships.
7. Identify potential problem stock, create solutions to clear stock appropriately before shelf life becomes an issue & materially impact stock value.

#### **Sales; planning and support (Time allocated 60%)**

1. Set and execute a sales strategy for the development of the bakery category.
2. Develop a comprehensive strategy for the imported bakery category, aligning with the overall business objectives and market trends.
3. Proactively foster customer relationships; visit & communicate with customers on a regular basis.
4. Assist in training Bidfood sales staff to sell bakery ingredients effectively.
5. Assist Bidfood branch procurement teams with their forecasting and planning to ensure branch inventory levels align with their sales growth plans.
6. Work with the National procurement and exclusive brands team in selecting products for promotional activity and planned new product activation.
7. Develop effective communication strategies to keep Bidfood branches and key customers up to date on supply, quality, new product & seasonal or extraordinary factors affecting pricing.

#### **Quality Management (Time allocated 5%)**

1. Ensure that all suppliers (existing & new) adhere and comply with New Zealand bio-security requirements & Simply Food Solutions food safety standards.
2. Ensure that the expectation on quality standard, specifications & packaging formats of each product are clearly understood by all parties.

#### **General (Time allocated 15%)**

1. Report on bakery sales by volume, cost of goods & margin.
2. Support Bidfood branches in the development of their bakery sales specialists including participating in professional development activity as appropriate.
3. Report relevant market intelligence including key supplier engagements, competitor activities, product trends, personnel movements, etc.