

Campden BRI (Chipping Campden) Limited

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Campden BRI (Nutfield)

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Job Profile

Sales & Account Management Lead Sales & Marketing Department Chipping Campden

For enquiries concerning this job, please contact:

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Campden BRI is a membership organisation which was established in 1919 and has long been a trusted partner to the food and drink industry providing the practical scientific, technical, analytical and advisory services needed to ensure product safety and quality, process efficiency and product and process innovation.

The company's vision is to be the trusted, premier, independent technical partner of choice to the food and drink industries. The company provides a broad portfolio of services to 2,400 member companies in 75 countries from all parts of the food chain and beyond. Member companies include the top 10 UK retailers, the top 16 global food and drink manufacturers with many of the world's biggest brands. Campden BRI also collaborates closely with universities, trade associations and other organisations. The company generated revenue of circa £23m in 2019.

Following a recent reorganisation, the company currently employs approximately 300 people across three UK sites in Chipping Campden (Head Office), Leamington Spa (consumer research centre) and Nutfield (brewing technology and regulatory affairs), plus a stand-alone business in Hungary.

Campden BRI's services are underpinned by a vigorous programme of research and innovation, promoted through extensive knowledge management activities. The company's services, which fall within the Consulting and Analytical Services Operating Units, can be loosely categorised under four pillars:

- **Analysis and testing** - microbiological, chemical, physical and sensory analytical services - helping to ensure safety and optimise product quality.
- **Operational support** - helping companies 'do the day job'. Troubleshooting manufacturing problems - ingredients, processing, packaging, advising on hygienic design and maintenance, supporting implementation of systems such as HACCP and risk management, and helping with product development.
- **Research and Innovation** – industrially relevant research chosen and funded by members, as well as work for Government departments and agencies.
- **Knowledge Management** - industrial best practice guideline publications, a wide range of training courses, seminars and conferences, as well as expert technical and legislation information and advice.

Campden BRI's facilities include:

- 3,000 sq. m of laboratories with state-of-the-art equipment for microbiology, hygiene, chemistry, biochemistry, molecular biology, brewing and cereal science, sensory and consumer studies and packaging technology.
- 3,500 sq. m of food process hall and pilot plant facilities, including malting and brewing, heat processing, chilling, milling, baking, hygiene and packaging.
- 800 sq. m of dedicated training and conference facilities.

Campden BRI has long relied on its historic reputation in the food and drink industry and its access to thousands of contacts in its membership database. For many years, work came in from European Union and government agency contracts, but the market is changing and it's now more necessary than ever to be more assertive in making sure the target market knows about the company and its service offering. There is a very clear need to be more active with the food and drink industry and to promote capabilities and services in a more engaging way.

Campden BRI has long been very internally focused and now needs to change to a much more market-led, client-centred business with a greater emphasis on identifying and solving client problems. To do this, it needs to become more outward-looking, to build greater market knowledge and competitor awareness and to develop clearer and more differentiated value propositions.

Department

As a membership-based organisation, Campden BRI has never had what could be called a 'proper' sales organisation. Our new 3-year strategy places a new sales team at the forefront of increasing productivity and profitability. Our selling needs to not only be in the hands of our scientists, who excel at delivering great scientific services, but enhanced and supported by experienced sales professionals.

Candidates will therefore need to demonstrate scientific credibility and understanding when talking to both our clients and our operational teams and to be collaborators in growing the business. Strong commercial awareness and financial understanding are key. Ideally, candidates will have some experience of over-coming resistance to change or of successfully implementing new ways of working.

Account management will be fundamental to our growth and building multiple contacts across our Key Accounts will be important. Our Membership Team handle the day to day member interactions around recruitment, membership renewal and support, and will be close partners and collaborators with the sales team. We have recently appointed an Account Planning and Coordination Lead who will coordinate CRM activities and help identify target accounts for sales campaigns as well as delivering account management through regular member value reviews and cross-functional meetings both internally and with the key accounts.

Role & Duties

Increase the per-member spend on non-fee services by developing clear understanding and prioritisation of market needs. They will generate their own profitable sales leads as well as converting leads generated by the Membership Team, Marketing, Operating Units, Account Planning and Coordination into solid opportunities.

- Direct client contact and sales/account management activity – 40%
- Management of the sales/account management team – including setting budgets, targets and managing performance and development. (20%)
- Working closely with Account Planning and Coordination, Membership, Marketing and the Associate Directors (for Consulting and Analytical Services) to plan structured approaches to our members with focus on the biggest spenders and best potential clients. (20%)
- Supporting colleagues across the business to optimise income on business with non-members as well as members. (20%)

Knowledge, Skills & Experience

- Sales and account management experience – 5+ years, ideally in a food ingredients supplier or a services environment
- Experience of building strong relationships and selling to food industry clients preferred.
- Science background – probably a BSc or higher degree or equivalent.
- Experience of CRM systems and willingness to support their use internally with comprehensive recording of all client activities
- Experience of managing a team and developing subordinates.
- Experience of over-coming resistance from within an organisation
- Lab or factory experience at some point in their career would be an advantage.
- Knowledge of and interest in the food and/or drink industries and a solid grounding in what matters to companies in these industries.
- Driving license
- Additional languages could be an advantage but are not essential – more important to be able to translate hard science into digestible client-led services.

Pay and benefits

Salary:	Guide £55-60K depending upon experience + car / car allowance
Grade:	G5
Holidays:	25 days plus public holidays and a buying/selling holiday scheme .
Pension scheme:	Campden BRI operates a pension scheme
Training:	Campden BRI is committed to ensure all staff receives appropriate training to support their job function and business needs.
Health:	Campden BRI operates a 'permanent health scheme' if you are unable to continue work for health reasons and a 'death in service' scheme.
Others:	Other benefits include subsidised restaurant/vending machine and parking on site.

Further Information

If further information is required, please visit our website www.campdenbri.co.uk