



Food Choice at Work

Job Description

Job Title: Commercial Director

Reports to: CEO

Location: Cork based preferably or accessible for daily/ weekly personal contact

Purpose: To promote the continuing growth of Food Choice at Work through marketing and sales, product and service development – recruiting new customers, opening new sales channels in Ireland and new international markets in the UK, Europe and US, including development and oversight of existing national and new international offices.

Company Description

Food Choice at Work is a sector leading, scientifically proven, technology-led healthy eating management system for employees. Backed by leading research, technology and a vision dedicated to improving employee health, they have developed a unique healthy eating methodology to improve employees' dietary patterns and health. This is all achieved whilst offering employers a significant return on investment through reduced levels of obesity and absenteeism and increased productivity. This spin-out company from University College Cork has been recently accredited as a High Potential Start-up with Enterprise Ireland and has received the award for the 'Best Revenue Generating Company' in Gateway, UCC in 2017. The ultimate ambition of Food Choice at Work is to be a leading international technology-based company that is focused on promoting a healthy diet for employees.

Key Responsibilities:

KRA 1: Strategy

- To advise the Chief Executive Officer on the development of the business and report regularly on achievement
- To produce strategic plans and departmental business plans as necessary
- To work closely with Chief Executive Officer in the running of the business

KRA 2: Marketing and Sales

- To develop a comprehensive marketing and sales strategy
- To create and lead on all strategic sales opportunities
- To take responsibility for all branding, sales material, promotional campaigns and awards that raise the commercial profile of the company and to manage the marketing budget accordingly
- To promote effective, public relations and social media activity and ensure that senior directors exercise thought leadership and are seen to enhance the Food Choice at Work brand
- To meet the annual sales targets set out by the Chief Executive Officer
- To oversee the management of new/existing accounts to ensure that good relationships are maintained with all customers
- To take responsibility for recruiting and managing a national/international marketing and sales team

KRA 3: Growth of the Business

- To monitor performance against agreed growth targets with senior colleagues



Food Choice at Work

- To work with other managers to produce growth strategies for their areas and ensure that these are successfully implemented
- To successfully launch our software products as they are developed
- To work with other managers to research and develop new software products and services for the benefit of our clients
- To open new relationships with potential clients (high profile multinational companies) and new sales channels in Ireland
- To work closely with the Chief Executive Officer to improve profitability of services and eliminate waste
- To work with the CEO on the longer-term strategy for the company

KRA 4: International Development

- To produce and manage ambitious business development plans for international markets
- To use our existing multinational clients as a gateway to their other international locations/sites
- To advise on international business growth, the attraction of new customers and potential locations for new offices (e.g. UK, Europe, US)
- To ensure that across the company, we are exploiting all opportunities to develop new international relationships with clients and strategic partners

Prior Experience and Qualifications

- Educated to degree or masters level in business or other discipline
- 10 years plus commercial management and sales experience from large/multinational corporate catering company or similar, 3-5 years at a senior level
- Previous product management & pricing
- Strategic marketing and digital marketing experience
- Commercial management in a SaaS environment is also an advantage
- Requires travel – to Cork weekly and internationally as business develops
- Best practice sales training and experience, doing business with large corporates
- Technology and process oriented

Competencies

- Strategic thinker and ability to see the big picture
- Strong commercial acumen
- Strong negotiation skills and ability to close deals
- Motivated and driven to succeed
- Excellent communicator
- Relationship builder
- Highly organised and ability to build systems and processes
- Entrepreneurial mind-set
- Strong numeracy skills

This is an outstanding opportunity to join a young, fast paced, expanding company with excellent career progression potential. Please submit your CV to hr@foodchoiceatwork.com.