## ROLE PROFILE

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| **Job Title** | **Finance Manager (A&P)** |
| **Business Unit / Group Function** | WG&S UK |
| **BU Team / Sub-Function** | Finance |
| **Location** | Hook |
| **Team Leader** | Head of Financial Control |
| **Team Members** |  |
| **Job Level** | 4A |
| **Role Purpose**  To Business partner the Marketing & Customer Marketing team supporting them to effectively manage Advertising and Promotion (A&P) expenditure. Lead the budget and formal forecast process for A&P and Commercial Marketing Investment (CMI) and manage risks and opportunities.  Support the Measurement & Evaluation process for promotion activities offering financial insight & constructive challenge.  Champion best practice in financial management and cost control within Marketing ensuring adherence to WG&S processes. | |
| Accountabilities   * Business Partnering with Marketing teams as outlined in role purpose. * Interface into Branded Business Unit on A&P spend with proactive budget management and responding to ad-hoc queries. * Work collaboratively with relevant commercial and marketing teams to ensure delivery of other key business measures – Volume, NSV, stock efficiency, etc. Liaise with other functions to provide accurate and insightful management information to support this. * Own all month end processes for A&P including: review of ledgers, processing of accruals, prepayments and corrections, associated balance sheet reconciliations. * Act as finance interface with Group Shared Service team for UK ODC invoicing / payments. * Drive good cost control discipline and process compliance in the Marketing teams. * Support finance induction and training across UK ODC e.g. Finance for Non-Finance training. * Manage Marketing supplier base, work with Marketing leadership to rationalise suppliers to drive process efficiency and value for money from suppliers. * Periodic review of supplier ABC checks. * Ensure own processes comply with UK defined controls and group accounting policies and that documentation is up to date. * Support wider financial control initiatives such as Controls Assurance and Risk Evaluation. * Respond to internal and external audit queries as required. * Cover for other Finance Manager & Management Accountant as required. * Other ad-hoc projects / as directed.   **Role specific competencies and skillset:**   |  |  | | --- | --- | | **Relating and Networking**   * Establishes good relationships with customers and staff * Builds wide and effective networks of contacts inside and outside the organisation * Relates well to people at all levels * Manages conflict * Uses humour appropriately to enhance relationships with others | **Applying Expertise and Technology**   * Applies specialist and detailed technical expertise * Develops job knowledge and expertise through continual professional development * Shares expertise and knowledge with others * Uses technology to achieve work objectives * Demonstrates an understanding of different organisational departments and functions | | * **Working with People** * Demonstrates an interest in and understanding of others * Adapts to the team and builds team spirit * Recognises and rewards the contribution of others * Listens, consults others and communicates proactively Supports and cares for others * Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses | **Delivering Results & Meeting Customer Expectations**   * Focuses on customer needs and satisfaction * Sets high standards for quality and quantity * Monitors and maintains quality and productivity * Works in a systematic, methodical and orderly way * Consistently achieves project goals. | | **Persuading & Influencing**   * Makes a strong personal impression on others * Gains clear agreement and commitment from others by persuading, convincing and negotiating * Promotes ideas on behalf of self or others * Makes effective use of political processes to influence and persuade others | **Analysing**   * Analyses numerical data, verbal data and all other sources of information * Breaks information into component parts, patterns and relationships * Probes for further information or greater understanding of a problem * Makes rational judgements from the available information and analysis * Produces workable solutions to a range of problems * Demonstrates an understanding of how one issue may be a part of a much larger system. |   **Company values**  C:\Users\proval\Downloads\267177_7.png  **Skills, Qualifications and Experience:**  Essential:   * Qualified Accountant (ACA / ACCA / CIMA) with minimum 2 years of post-qualification experience * 5 years’ experience in a financial role * Strong commercial acumen and proven business partnering ability, working with Commercial and Marketing teams * Ability to meet month-end, year-end and annual forecasting/budgeting deadlines * Ability to work independently and autonomously, as well as and as part of a strong team environment. * Ability to think beyond the Finance function and apply financial information cross-functionally * Ability to communicate financial concepts and information to non-technical internal and external customers   Desirable   * Strong decision-making skills * Ability to constructively challenge processes and the status quo and influence others to the benefit of the organisation * Inquisitive nature – a desire to understand and contribute to the commercial development of the business. * Ability to drive a culture of continuous improvement | |
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