## 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:**

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| **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
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| * **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.
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| **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.
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**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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