**Commercial Activation Planning & Analytics, Senior Manager**

**About The Role:**

Are you a strategic visionary with a knack for aligning commercial objectives with broader organisational goals? Do you thrive in orchestrating cross-functional teams towards collaborative planning initiatives? The 1:1 Diet is in search of an exceptional Senior Commercial Planning & Analytics Manager to join our dynamic Commercial team. Reporting directly to the Head of Marketing and Communications, this pivotal role will lead the strategic planning process, guide functional members through the commercial planning cycle, and ensure seamless alignment with overarching commercial objectives.

This role will serve as the linchpin for providing the Commercial function with the critical insights necessary to execute strategies effectively, including those related to Financial Planning & Analysis (FP&A) and Stage & Gate processes. You'll oversee a diverse array of activities spanning Sales, Marketing, Communications, Product, and IT/Digital, ensuring timely delivery of urgent and tactical initiatives while maintaining the integrity of the overall plan and preventing overload on specific teams. By integrating FP&A considerations and navigating Stage & Gate processes, you'll ensure strategic alignment and effective execution across all facets of the commercial landscape.

As a champion of our commercial framework, you'll lead the development of streamlined processes and meticulously measure our success. Additionally, this role involves managing a direct report tasked with conducting detailed marketing campaign reporting, product and pricing modelling, and tracking and reporting on benefits realisation. Additionally, this role will also serve as a crucial partner to the Sales Analytics and Insights Manager within the Sales function. This collaborative partnership will ensure alignment between commercial activation planning and sales analytics, adopting a holistic approach to driving business growth and profitability.

**Location:** Corby, Northants – Hybrid

**Role Type:** Permanent, full-time

* Design and implement the strategic planning approach, defining objectives, tracking progress, and identifying key priorities, including integrating Financial Planning & Analysis (FP&A) and Stage & Gate processes.
* Generate alignment across stakeholders to inform quarterly planning cycles and the overall roadmap, ensuring strategic alignment and effective execution across all facets of the commercial landscape.
* Partner with the Commercial leadership team to support planning and operations, including collation and delivery of the commercial activation plan, while promoting a holistic approach to driving business growth and profitability.
* Prepare templates and provide supporting data for monthly/quarterly business reviews to support business planning requests from functional heads, ensuring meticulous measurement of success.
* Assist in special projects from inception to execution, ensuring clear communication, outcomes, and responsibilities while directing the development of streamlined processes.
* Develop high-quality written and visual content to communicate complex information in a simple and engaging manner to various stakeholders, championing the commercial framework.
* Arrange and lead planning process meetings, ensuring input completeness and capturing discussions effectively while managing a direct report responsible for conducting detailed marketing campaign reporting, product and pricing modelling, and tracking and reporting on benefits realisation.
* Educate and guide the commercial team through the planning process and align with other organisational processes, fostering collaboration and strategic problem-solving.
* Partner closely with the Commercial Data and Analytics Manager in Sales to leverage data insights for informed decision-making and strategic planning initiatives, fostering a data-driven approach to commercial operations.
* Liaise with Sales & Marketing Analytics for postmortem review preparation and execution, ensuring alignment between commercial activation planning and sales analytics.
* Support other parts of the Marcoms function as the business requires.

**Am I the right person for this role?**

* Minimum 8 years of experience in commercial planning or related fields, with a proven track record of successfully leading strategic planning initiatives and aligning commercial objectives with broader organisational goals.
* Strong leadership, collaboration, and organisational skills, with the ability to effectively guide cross-functional teams through complex planning processes and ensure seamless alignment with overarching business objectives.
* Attention to detail, effective communication, and stakeholder management abilities, essential for preparing and delivering critical insights necessary for strategic decision-making and alignment across diverse stakeholders.
* Ability to align diverse departmental objectives and navigate complex stakeholder engagements, nurturing collaboration and strategic problem-solving across all facets of the commercial landscape.
* Highly organised, proactive, and adaptable to changing situations, with excellent judgment, flexibility, and relationship-building skills to lead special projects from inception to execution and manage multiple demands effectively in a fast-paced environment.
* Experience in complex stakeholder engagement and strategic problem-solving, coupled with a creative self-starter mentality and strong business acumen, essential for championing the commercial framework and driving innovation within the organisation.
* Extensive experience in sales/marketing commercial operations, combined with excellent communication and analytical skills, crucial for leveraging data insights and effectively communicating complex information to various stakeholders, ultimately driving business growth and profitability.

**About Us:**

The 1:1 Diet is a leading provider of personalised weight management solutions dedicated to helping individuals achieve their health and wellness goals through tailored nutrition plans and support. Together, we aim to make a difference by transforming lives through effective weight management products and plans.

As an Employee-Owned company, we are committed to creating long-term ownership value for all our Employees, whom we call Employee Stakeholders, through various reward and benefits packages.

**Recruitment Process:**

Following your application, your details will be reviewed by a member of our team. If shortlisted, you'll be contacted for further discussion. Initial interviews will be conducted in the coming weeks, followed by a final stage interview at our Corby HQ.