

<b>Job Title:</b>	European Senior Food Business Manager
<b>Department:</b>	Food Business
<b>Reviewing Manager:</b>	Head of Food Business (EU)
<b>Job Type:</b>	Permanent - Full-time
<b>Location:</b>	Italy

### Background:

**Compassion in World Farming International** was founded in 1967 in England by Peter Roberts, a British farmer who became horrified by the development of intensive factory farming. Over 50 years ago, Peter decided to make a difference and take a stand against this farming system. In his lifetime, Peter saw the demise of barren battery cages, veal crates and gestation crates in the UK, and in Europe achieved recognition that animals are sentient beings.

Compassion in World Farming is the leading international farm animal welfare charity, campaigning to improve the lives of millions of farm animals through advocacy, lobbying for legislative change, and positive engagement with the global food industry. Our established international Food Business programme aims to raise baseline standards for farm animals by securing commitments, ensuring compliance, and facilitating implementation of higher welfare policies and practices. Our primary animal focus is the removal of cages and improving the welfare of meat chickens and fish produced in aquaculture. In addition, we aim to drive corporate meat, fish, dairy and egg reduction strategies and targets in line with planetary health requirements, via our newly launched Rethinking Food workstream.

## Part 1: JOB PROFILE

### 1. OVERALL OBJECTIVE(S) OF THE POST

The purpose of this role is to help end factory farming and work with the food business industry to create a more sustainable food system. This is a solutions-based senior account management role, with direct reports, which seeks to influence global and leading EU and UK food businesses to improve animal welfare standards throughout their supply and to rebalance their animal-sourced products. The post holder will develop and manage a diverse corporate engagement portfolio, using the power of positive persuasion, as well as Food Business tools and resources to secure commitments, compliance and facilitate implementation of higher welfare and meat reduction policies and practices.

The role entails direct management of at least two Food Business Managers and hold country wide responsibilities across industry sectors. Management within Compassion in World farming involves mentoring, developing and most importantly supporting your team.

### 2. POSITION IN ORGANISATION

- Reports to, and works closely with, the Head of Food Business (Europe)
- Works collaboratively with the Global Food Business Account Team to formulate successful corporate engagement strategies and solutions

- Engages and works closely with the Senior Marcomms Manager to help drive consumer communications and deliver corporate case studies on higher welfare, sustainable food choices.
- Liaises with Food Business Research Managers to help deliver the technical resource needs for your corporate engagement
- Liaises with Global Food Business Director as and when needed
- Develops and maintains good working relationships with all members of CIWF staff
- Develops strong and effective working relationships with Campaigns and Media teams
- Maintains and fosters excellent working relationships with leading food companies, industry stakeholders and other relevant producer groups
- Collaborates with internal and external stakeholders as necessary, including technical consultants in areas such as agricultural economics, animal welfare, supply chain management and corporate responsibility.

### **3. SCOPE OF JOB**

#### **SENIOR ACCOUNT MANAGEMENT**

1. Manage strategically essential leading food businesses to drive animal welfare improvements in their public policies, advancing their production practices, maximising their impact in the supply chains for animal sourced foods. Key focuses include the removal of cages and improving production of broiler and fish.
2. Engage with leading food businesses to promote sustainable production levels of meat, fish and dairy; drive meaningful and measurable reduction targets within these sectors to enable a balanced and planet friendly offer to consumers.
3. Offer a menu of solutions to food businesses to enable them to achieve their business goals in relation to welfare and sustainable food production. Devise road maps and strategies to enable food businesses to achieve their commitments.
4. Support the public benchmarking and reporting of company performance and progress to achieve goals using Compassion's industry renowned toolkit.
5. Maintain accurate records and up to date information to inform strategies and programmatic performance (KPI's) and budgetary reporting
6. Represent Compassion at Industry fora, seeking collective solutions to challenges faced in the removal of intensive farming. Management of media and external communications with support and assistance from wider team on key organisational messages.

#### **TEAM MANAGEMENT**

1. Directly manage at least two Food Business Managers, supporting the development of their account portfolios to deliver optimal impact for animal welfare and sustainable food systems.
2. Ensure their clarity on the objectives of the food business programme, ensuring their engagement and inclusion through good communication and consultation.
3. Hold regular one to ones to ensure team members feel supported and guided within their roles.
4. Use our HR system 'clear review' to record progress against personal development goals, ensuring goals are updated to keep them relevant and encouraging for your team.
5. Work closely with the Head of Food Business Europe to ensure there is transparency of the delivery of programme objectives, highlighting your individual team members performance.

## 4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for the development and delivery of sector and/or country-specific Food Business engagement strategies in support of the programme objectives and targets.
- Contribute to the commercial and corporate sustainability knowledge in support of incremental change for animal welfare and sustainable food production.
- Accountable for updating and accuracy of company information on CRM databases.
- Responsible for ensuring account portfolio is updated and relevant to help drive change towards a more resilient and sustainable food system.
- Submit monthly approved expenses in timely manner (as directed by Head of Food Business)

## PERSON SPECIFICATION

Ability to carry out the job effectively and seek opportunities for further development. The requirements listed below are representative of the knowledge, skill, and/or ability required.

ESSENTIAL	DESIRABLE
<b>Knowledge</b>	
<ul style="list-style-type: none"> <li>• Demonstrable knowledge of sales, marketing or communications disciplines</li> <li>• Knowledge of farm animal welfare and/or sustainable food production</li> <li>• Fluent in English and Italian</li> <li>• Experience of procurement and / or supply chain management, or CSR within food or other relevant industry</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in or with the commercial sector to deliver a consumer-facing product or initiative</li> <li>• Fluent or to a high business standard in another European language preferably Spanish</li> </ul>
<b>Education / Qualifications &amp; Training</b>	
<ul style="list-style-type: none"> <li>• Educated to Degree level</li> </ul>	<ul style="list-style-type: none"> <li>• Trained in Microsoft Project or similar</li> </ul>
<b>Skills &amp; Abilities</b>	
<ul style="list-style-type: none"> <li>• Proven account and / or relationship management skills</li> <li>• Proven people management skills and effective team delivery</li> <li>• Proven ability to positively close negotiations</li> <li>• Excellent written and oral skills; able to deliver to a range of stakeholders in a clear &amp; concise manner</li> <li>• Able to plan at a strategic level</li> <li>• Output driven; able to implement recommendations in support of goals</li> <li>• Proven project management skills including the ability to run concurrent projects simultaneously</li> <li>• Effective time management with the ability to prioritise to ensure deadlines are met</li> <li>• Ability to work on own initiative</li> <li>• Able to work independently and as part of a team</li> <li>• Good IT skills including Microsoft Office, applications and Internet</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to influence direction of an external commercial entity</li> <li>• A creative approach with the ability to develop new ideas</li> <li>• Ability to analyse data and provide recommendations</li> <li>• Proficiency in using Salesforce or similar CRM</li> <li>• Ability to manage budgets</li> <li>• Media trained</li> </ul>

Personal Qualities	
<ul style="list-style-type: none"> <li>• Positive disposition</li> <li>• Team player and inclusive</li> <li>• Energetic</li> <li>• Well organised</li> <li>• Approachable and adaptable</li> <li>• Output driven</li> </ul>	<ul style="list-style-type: none"> <li>• Innovative and creative</li> </ul>

## Part 2: DUTIES AND KEY RESPONSIBILITIES

### 5. PRIMARY RESPONSIBILITIES

Essential duties and responsibilities include the following: Other duties may be assigned.

#### ACCOUNT MANAGEMENT

Note, the universe of accounts for a Senior Food Business Manager reflects the additional management responsibilities (reduced number) and level of seniority (high net worth) compared to a Food Business Manager; the activities with the accounts remain largely the same.

- **Manage strategically essential leading food businesses to drive animal welfare improvements in their public policies, advancing their production practices, maximising their impact in the supply chains for animal sourced foods. Key focuses include the removal of cages and improving production of broiler and fish.**
- Using a consultative sales approach, engage with leading food businesses to raise their baseline standards for animal welfare
- Develop knowledge to deliver a clear business case for change including an ability to discuss top line animal welfare issues and best practice / science-based solutions
- Secure public commitments to end the use of cages (multi-species), and adopt better standards for meat chicken (as per the Better Chicken Commitment) and fish, as priority species
- Encourage and drive company practices to a higher welfare standard to enable the food businesses to be presented with a Good Farm Animal Award
- Conduct day-to-day management and progression of existing accounts, along with the development of new contacts, business opportunities and networks
- Maintain and contribute to the growth of the wider stakeholder network (e.g. producer associations, body industries, etc.) to facilitate progress in the food industry"
- **Engage with leading food businesses to promote sustainable production levels of meat, fish and dairy; drive meaningful and measurable reduction targets within these sectors to enable a balanced and planet friendly offer to consumers.**
- Integrate "Rethinking Food" into your corporate outreach, investigating in-roads to influence, participating in corporate projects, and updating corporate initiatives and market trends in this fast-paced evolving area
- Develop knowledge to deliver a clear business case for change including an ability to discuss top line the impact of factory farming on the climate, nature, and health crisis, as well as high welfare, nature friendly solutions
- Champion sustainable production and consumption of animal-sourced products, securing reduction targets for production and consumption from leading food businesses, and Planet Friendly Award winners

- Facilitate wider commercial discussion for innovation and solution initiatives through industry participation in fora such as UN dialogue and Compassion's 'Extinction Conference'
- **Offer a menu of solutions to food businesses to enable them to achieve their business goals in relation to welfare and sustainable food production. Devise road maps and strategies to enable food businesses to achieve their commitments.**
  - Utilise Compassion's technical expertise and credible resources to ensure higher welfare solutions adopted by leading companies are fit for purpose (deliver the expected welfare gains) and fit for future (stand the test of time).
  - Work in collaboration across the food chain to implement the corporate roadmap for change, helping to develop concepts and frameworks; galvanise company successes to create sector evolution.
  - Showcase and promote best practice examples through case studies and information boxes published on our Food Business website and through external media engagement
- **Support the public benchmarking and reporting of company performance and progress to achieve goals using Compassion's industry renowned toolkit.**
- Secure public reporting and transparency to enable benchmarking and tracking of animal welfare policies and practices utilising tools such as the Business Benchmark on Animal Welfare (BBFAW), EggTrack and Chicken Track
- Encourage and support retailers to participate in the confidential biennial Supermarket Survey, conducting focused bespoke consultancy, GAP analysis and advisory service for incremental change.
- Adopt and support the creation of new tools as they are developed within the programme, gain acceptance and socialisation into your universe of accounts.
- **Maintain accurate records and up to date information to inform strategies and programmatic performance (KPI's) and budgetary reporting**
- Develop sector, national and cross departmental strategies to drive measurable change in the food industry
- Review and maintain an account portfolio to optimise the impact for key work streams which optimise the impact of the Food Business programme
- Ensure accurate information is captured on CRM (Salesforce) to record corporate engagement and key performance indicators
- Always ensure full use of Compassion's Document Management System
- Process company and 'out of pocket' expenses in a timely and accurate manner to facilitate the budgetary control of the programme
- **Represent Compassion at Industry fora, seeking collective solutions to challenges faced in the removal of intensive farming**
- Be responsible for the Overview of in-country communication strategy to ensure Compassion's visibility and credibility, and to support progress on key targets
- Support Food Business industry working groups and fora to enable business to business connections and facilitate collective solutions to implement change for animal welfare
- Encourage company participation in our 'Rethinking Food' fora and workshops exploring solutions for a humane sustainable - future fit food system
- Champion participation in Compassion's 2023 Conference on Sustainable Food
- Represent Compassion in a wide range of external fora, including conferences and industry meetings, as well as in the media when required (desirable)

## TEAM MANAGEMENT

- **Directly manage at least two food business managers, supporting the development of their account portfolio to deliver optimal impact for animal welfare and sustainable food systems.**
- Support your Food Businesses Managers in the identification of their portfolios to drive optimal impact by species and by sector.
- Mentor and council your account managers to design and implement the best account engagement strategies to drive impact for animal welfare and sustainable food systems.
- **Ensure their clarity on the objectives of the food business programme, ensuring their engagement and inclusion through good communication and consultation.**
- Manage information sharing through your team so that clarity is achieved, and the objectives are understood and remain the focus of work activities.
- Ensure accurate representation of your teams needs and capability when working with the Heads of Food Business and Global Director when work directives are considered and developed for the programme.
- **Hold regular one to ones to ensure team members feel supported and guided within their roles.**
- Diarise dedicated time with direct reports to discuss regular updates against personal objectives, alterations to working activities to drive best performance and practice at an individual level
- Ensure supportive and encouraging working relationships is established through regular dialogue
- Gain input from direct reports on upcoming work streams and initiatives.
- **Use our HR system 'clear review' to record progress against personal development goals, ensuring goals are updated to keep them relevant and encouraging for your team.**
- Formalise one to ones in quarterly personal development sessions to check performance against goals set.
- Give objective and encouraging feedback, to ensure food business manager is aware of their performance where they are exceeding and where they may need more support
- Log conversations transparently giving constructive feedback within the HR clear review platform so that all concerned are able to track performance and construct appropriate workplans.
- Sign off direct reports expenses in a timely manner and to accurate budget line in 'NetSuite'
- **Work closely with the Head of Food Business Europe to ensure there is transparency of the delivery of programme objectives, highlighting your individual team members performance.**
- Meet regularly (monthly) with Head of Food Business Europe to give feedback on your direct report performance, ensure the Head of is aware of the output of individuals in terms of ability, skill set, highlight where training or support is needed.
- Celebrate with the wider team (global food business) team highlights, where directly reporting Food Business Managers have secured commitments or driven impact for animal welfare.

## 6. CIWF Values

### Core Values

Treats people with dignity & respect

Maintains high ethical standards

Demonstrates commitment to Compassion in World Farming's mission and goals.



### **Core Competencies**

Communication – level 4  
Working with People – level 3  
Drive for results – level 3

### **Functional Competencies**

Relating and Networking level 4  
Persuading and Influencing level 3  
Creating and Innovating level 2  
Formulating Strategies and Concepts level 3  
Entrepreneurial Thinking level 3

## **7. ADDITIONAL TASKS**

To assist with other departmental duties where necessary, as listed below:

- As part of your employment, you will be required to travel anywhere within the world in order to carry out the duties of your employment. Frequent travel will be required within Europe with some overnight stays.
- Due to the nature of the role, there may be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with procedures.
- Take due and reasonable care of oneself and others in respect of Health & Safety at Work
- Act in accordance with the principles of Compassion in World Farming's Ethical Policy
- In all work activities, comply with data protection legislation and Compassion in World Farming's requirements for the protection of personal information and the privacy of individuals.
- Provide formal and informal training at the request of your line manager, senior manager or a director, on your areas of expertise, to other members of staff, work experience students, trustees etc.
- The job description is not exhaustive, and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager

Signature of Line Manager ..... Date .....

Signature of Employee ..... Date .....