



SENIOR MANAGEMENT RECRUITMENT

Commercial & Customer Service Manager

# THE ROLE

## COMMERCIAL & CUSTOMER SERVICE MANAGER

We have a highly regarded, and hardworking commercial team, with excellent industry experience; providing customer facing support across the following areas:

- UK and export customer service
- UK and export sales order processing and administration
- UK delivery logistics and export shipping

Leading the commercial team, and reporting to the Group Managing Director, you will be an integral part of the senior management function with strategic customer needs and customer service responsibility.

Working in close association with our Sales & Marketing Director and the UK national and International sales managers, you will be responsible for the overall management of our customer service relationship activities.

You should be confident and experienced in creating short, medium and long-term strategies to further develop our commercial and customer service team.

Excellent communication skills are essential in ensuring we maintain the personal touch in listening to all our customers and stakeholders and responding with a confident and positive outcome.

You will be required to provide input and contribution at senior management level to build a stronger positive customer experience and promotion scoring of our business.

You should have proven leadership skills to build a highly effective and motivated team. With great people skills you should be able to offer continuous coaching and leadership of the commercial team - incorporating structured goal setting, training, and improvement of customer service and commercial upselling opportunities.

An attention to detail - Analysis of customer service, delivery and quality values, market trends, commercial and sales data to help identify further opportunities for business improvement and higher achievement. Produce detailed monthly management reports and quarterly board reports to help develop and shape annual and long-range planning.

Monitor all trading and market developments and pipeline business to provide insight and planning to production needs, stock forecasting and on time delivery performance.

# THE PERSON

This is a pivotal role for the business and is a key part of the senior management team, we are looking for a candidate who can demonstrate:

A strong track record in commercial sales management and customer service, ideally within foodservice equipment or an allied sector.

Able to quickly establish respect from internal and external stake-holders.

Hands-on management style - leads from the front and is strong in a customer-facing role.

Excellent communication skills and the ability to build relationships at all levels.

A Can Do make it happen person - Resilient and robust with the ability to work with precision and pace, responds well to change and drives positive change and improvement.

Good analytical and numerical skills with the ability to produce analysis from data derived from several sources.

Focused on delivering commercial growth in accordance with our business and Group strategy.

Responsibility for department budgetary, financial and strategic planning.

This role is based at our King's Lynn head office however you should have the flexibility for periodic travel and work away from home as required.

## WHY ARE WE RECRUITING?

Our current Commercial & Customer Service Manager will retire from the business at the end of December 2021. We wish to make an early appointment to provide the best insight and handover opportunity to the successful applicant.

The Commercial & Customer Service Manager will be a key appointment within the senior management team and will play an integral part in contributing to the ongoing growth and continuous improvement of our forward-thinking business.

# THE COMPANY

## **About Williams Refrigeration**

Williams Refrigeration is a leading manufacturer and supplier of professional refrigeration appliances, with a reputation for delivering global excellence across diverse market sectors including the foodservice and hospitality industry, public sector, travel and retail channels.

Our head office and UK manufacturing base is located in King's Lynn Norfolk, and we operate wholly owned overseas manufacturing, sales and service operations in France, Dubai, Hong Kong, China and Australia. Williams Refrigeration is one of the principal business brands of AFE Group Ltd.

## **About AFE Group Ltd**

The AFE Group is a leading international business specialising in the innovative design, manufacture and service support of professional cooking, bakery and refrigeration equipment for the global food service market. Our premium brands are some of the best known in the industry.

## **Our Parent Company - Ali Group Italy**

Williams Refrigeration and AFE Group are part of the Ali Group of companies – privately owned and headquartered in Milan, Italy; Ali Group is one of the largest global leaders in the foodservice equipment industry, comprising 80 of the world's leading foodservice equipment brands.

## THE REWARD

Competitive salary & car allowance  
Profit related bonus scheme  
Contributory pension scheme  
Life assurance cover  
Attractive Benefits package  
25 days holiday



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