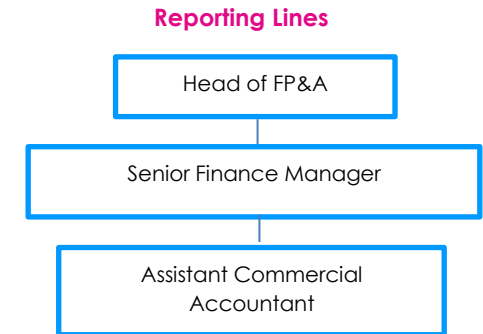


Role Profile – Senior Finance Manager (Commercial)

Purpose: Delivery of the Benenden Group Strategy and commercial finance objectives, provide financial challenge, support and insight to aid decision making and deliver tangible benefits.

The post holder will:

- Finance Business Partnering to Group Business areas.
- Provide financial challenge, support and insights to the business that delivers tangible benefits
- Key finance support to the Commercial department supporting the strategic objectives
- Lead pricing approach for new and existing products together with Life Time Value Analysis evolution
- Develop and deliver accurate and timely financial plans and management information, both financial / non-financial to inform and support the Senior Leadership Team in the delivery of business plans
- Mentor and develop direct report to deliver on their objectives supporting the Business
- Represent Finance during Senior Leadership forums to explain and challenge financial performance and feedback relevant business initiatives and information to the wider finance team



Key Result Areas

Finance business partner across the group

Lead the evolution of Life Time Value Analysis and pricing strategy

Proactive, result driven financial analysis and reporting

Establish strong financial control through cost centre reviews and ensuring adherence to Financial Policies.

Developing business cases including appraisal of benefits realisation - Including new products, changes to product, distribution and partnerships ensuring all impacts, risks and opportunities are assessed

Driving value for money (economy, efficiency & effectiveness)

Lead the business planning and forecasting process for your business areas

Working with & challenging business partners to develop robust Planning, forecasting and budgeting

Demand Management - Fully understanding customer needs and demands so that we can accurately forecast and use resources for consistently positive and sustainable results.

Measurement/Accountability

Against agreed KPI's and Personal Objectives

Initiate and Lead improvements to process and procedure delivering tangible benefits

Initiate and Lead analysis to deliver tangible outputs

Timely and accurate Financial Analysis

Business Plans and Quarterly forecast delivered to agreed timetable

Month End Tasks delivered to agreed month end timetable

Skills and Experience

Educated to degree level

Hold a professional qualification (CIMA/ACCA/ACA)

Track record of Initiating and leading process changes to deliver improvements

Track record of identifying information gaps to support strategic thinking.

Management accounting experience within a commercial environment

Strong financial modelling skills to facilitate decision making

Business partnering skills, building relationships across the organisation

Enjoy working with the wider business to develop a strong bridge between finance and non- finance areas and be able to demonstrate a natural ability to engage and motivate people to achieve the required result

Values

Be Caring

- We know what we do matters
- We're proud and enjoy what we do
- We promote a culture of care, respect, compassion and wellbeing
- We protect the mutual ethos

Be Connected

- We collaborate and share across teams, departments and the business
- We listen to understand each other and our members' needs
- We support one another by having open and honest conversations
- We recognise that we're stronger together

Be Brave

- We embrace change
- We challenge and ask 'why' as well as 'why not'
- We always want to learn
- We are not afraid of trying new concepts and ideas

Be Smart

- We approach problems with a solution mind-set
- We actively seek to improve and be better and we learn from our mistakes
- We spend members money wisely
- We're invested in the future of our business