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| **Job Title**  General Manager (Naturo Pet Products Ltd)**Reporting To**  The Board of John Mackle (Moy) Ltd**Salary** TBC**Job Purpose** To lead and develop the growth of Naturo Pet Products Ltd E-Commerce business. |
| **Key Responsibilities*** Oversee the daily operations of the company
* Drive the development and implementation of strategic plans
* Ensure compliance with regulations and advise the business on best practice.
* Manage budgets and introduce metrics to drive the operations side of the business
* Lead, inspire and develop a high-performing team
* Stay informed about industry standards and implement improvements for the business
* Implement appropriate KPI performance measures to achieve growth targets and minimise risk through innovation, drive efficiency.
* Manage and develop relationships with key suppliers, particularly 3PL fulfilment providers.
* Management of a small team
* Develop and promote the company brand
* Develop sales and marketing strategy to include promotional and marketing activity
* Present the company performance to the Board on a regular basis
* Consider the product portfolio and identify risks and opportunities
* Proactively respond to competitor activity
* Any other reasonable duties as may be required
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| ***PERSON SPECIFICATION*** |
| **Job Title: General Manager (Naturo Pet Products Ltd)**

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| *Criteria* | *Essential* | *Desirable* |
| Knowledge | Math & English qualifications to GCSE (or equivalent) | * Third level education
* Additional professional qualifications
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| Experience | * Experience in dealing with operational issues
* Evidence of undertaking projects
* Experience of working within supply chain / or logistics
* Experience of negotiations / tender exercises with suppliers
 | * Experience in E-Commerce / Customer Service environment
* Sales and marketing experience would be advantageous
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| Skills & Competencies | * Highly organised with excellent interpersonal skills
* Evidence of effective planning and time management abilities
* Proficient in the use of MS Office software (particularly Excel)
 | * Ability to confidently engage with employees from shop floor to Director level
* Experience of managing a team
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| Circumstances | * Able to work flexibly as required to meet business needs
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| **Employee Benefits** |
| * Private Health Insurance
* Company well-being initiatives
* Pension scheme
* Staff Sales
* Onsite Electric Car Charging Point
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