



About us...

The town of Southwell in Nottinghamshire is the original home of Gadsby's bakery and where all of our delicious bread, rolls, cakes and confectionery are still made today. Whilst the bakery has grown and expanded to meet the demands of modern day retailers, you can still find the same traditional values laid down by Ron Gadsby which underpins the foundations of our business.

Essential Information – what you need to know

Job purpose:

- Driving profitable growth for Gadsby's Bakery by identifying, developing and securing new wholesale, retail and foodservice customers.
- Building lasting commercial partnerships that increase sales, broaden distribution and showcase Gadsby's quality, craft and distinctive local product range.
- Owning the new-business journey from prospecting and product sampling through to pricing, negotiation, onboarding and sustainable account development.

You'll report to:

- Gadsby's Production Manager

Your hours

- 40 hours per week (FTE)

Your relationships:

- All colleagues from within the Gadsby's Bakery team
- The wider Commercial team, including colleagues in Buying, Merchandising and Administration.
- Colleagues from across Lincolnshire Co-op, including People, Talent Acquisition, Learning and Development, Health, Safety and Security among others.
- Customers, clients, suppliers and stakeholders from local community groups.

What you'll bring to us:

- Proven experience of winning new B2B business and developing commercial customer relationships, ideally within bakery, food manufacturing, FMCG, wholesale or foodservice.
- A strong track record of working to sales, margin and growth targets in a performance-led environment.
- Commercial confidence, including experience of pricing, negotiation, proposals and protecting profitable terms.
- The ability to build credibility with buyers, owners, operators and other customer decision-makers.
- Strong numerical and analytical skills, with the ability to interpret sales, margin, forecast and pipeline information.
- Clear written and verbal communication, with confident presentation and influencing skills.
- A structured, self-starting approach, balancing field-based business development with accurate administration and follow-through.
- A full UK driving licence and the flexibility to travel regularly and attend customer or trade events when required.



Providing and supporting
valued services



Helping to grow the
local economy



Caring for our
health and wellbeing



Looking after
our local environment

Together we are...

Your Purpose – I will contribute to my team and the Society’s ongoing success in this role by...

Your duties and responsibilities:	- Developing and delivering a focused new-business plan across agreed customer segments, territories and routes to market. - Researching and prioritising prospective customers, including retailers, wholesalers, hospitality operators, leisure destinations, garden centres, contract caterers and other foodservice partners. - Building and maintaining a healthy sales pipeline, recording activity accurately and progressing opportunities from first contact through to conversion. - Presenting Gadsby's story, production capability and product range confidently through customer meetings, bakery visits, tastings, samples, proposals and trade events. - Understanding customer needs and creating commercially sound solutions that balance product, volume, service, delivery, quality and price. - Preparing tenders, quotations and account proposals, negotiating terms within agreed authority and ensuring contracts are appropriately reviewed and approved. - Delivering agreed revenue, volume, margin, contribution and new-account targets, with commission earned in line with the applicable scheme rules. - Protecting profitability by applying sound commercial judgement to pricing, promotional support, customer investment and cost-to-serve decisions. - Forecasting expected demand accurately and sharing timely information with bakery operations, planning, procurement and distribution colleagues. - Coordinating the onboarding of new customers, ensuring product specifications, technical requirements, credit checks, ordering processes and service expectations are clearly agreed. - Growing newly secured and allocated accounts through regular reviews, range development, increased distribution and relevant new-product opportunities. - Partnering with Technical, New Product Development, Marketing, Finance and Commercial to deliver safe, compliant and reliable customer solutions. - Monitoring customer performance, market trends, competitor activity and trading risks, translating insight into clear recommendations and action. - Reporting progress, pipeline value, forecasts, wins, risks and commercial performance clearly to bakery and Society leaders. - Representing Gadsby's and Lincolnshire Co-op professionally, protecting our reputation and following all relevant food safety, legal, ethical and Society requirements.
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Together we THRIVE...

- **Trustworthy** – we do what we say we'll do and trust others to deliver to the best of their ability
- **Helpful** – we support and challenge each other collaboratively, no matter the role or level.
- **Respectful** – we listen to other views and opinions with consideration and celebrate differences.
- **Inspiring** – we role model what good looks like and lead by example to be better.
- **Valued** – we recognise achievements and appreciate everyone's contributions.
- **Empowered** – we listen and encourage each other to take opportunities.

Your Approach – how you will contribute to your team and the Society’s ongoing success in this role.

I will be trustworthy by:	- Building confidence through honest, accurate and commercially responsible conversations. - Keeping promises to customers and colleagues, escalating risks early where plans may change. - Protecting confidential, financial and customer information at all times. - Applying agreed pricing, approval and governance requirements consistently.
I will be helpful by:	- Understanding what matters to each customer and finding practical ways to meet their needs. - Supporting colleagues with clear customer insight, forecasts and timely information. - Responding constructively to issues and coordinating solutions across the Bakery and Society. - Sharing market knowledge and sales learning to help the wider team succeed.
I will be respectful by:	- Listening carefully to different perspectives before reaching commercial decisions. - Treating customers, suppliers and colleagues fairly and professionally. - Valuing the expertise of bakery, technical, operational and support teams. - Representing our co-operative identity, communities and local heritage with care.
I will inspire others by:	- Bringing Gadsby's products, craft and story to life with energy and credibility. - Creating ambitious opportunities that give customers confidence to partner with us. - Spotting trends and translating ideas into relevant products, ranges and routes to market. - Celebrating wins and helping others understand the difference their work makes.
I will value people by:	- Recognising the contribution of colleagues who turn customer commitments into reality. - Building relationships in which customers feel understood, supported and important. - Using feedback and insight to strengthen products, service and ways of working. - Acknowledging success while learning openly from opportunities that do not convert.
I will empower others by:	- Taking ownership for the sales pipeline, account plans and delivery of agreed results. - Making timely commercial decisions within agreed authority and asking for support when needed. - Challenging constructively where activity will not deliver sustainable value. - Adapting plans confidently in response to customer, competitor and market insight.