

Commercial Finance Executive

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Company: British American Tobacco

Location: Lahore

Category: other-general

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BAT DIGITAL BUSINESS SOLUTIONS IS LOOKING FOR COMMERCIAL FINANCE EXECUTIVE

JOB TITLE: Commercial Finance Executive - GTR

FUNCTION: Finance

LOCATION: Lahore, Pakistan (To follow Dubai Operating Time & Holidays)

ROLE POSITIONING AND OBJECTIVES

The role is to manage the finance business partnering activities & drive pricing opportunities for Customer Group (CG) 3 (MESA) of Global Travel Retail (GTR) and deliver Marketing Planning & Reporting activities across CGs.

This role works collaboratively with cross functions and is responsible for:

Driving the commercial business agenda by providing value added financial management, advice & information, for use in budgetary control, developing and executing CG plans

Contributing towards development and delivery of CG plans

Building an effective control environment within the CG.

The GTR Commercial Finance Executive is a valued business partner, through the provision of actionable commercial insights, whilst displaying passion in providing business decision support & leading the development of strong commercial awareness within the

CG.

WHAT YOU WILL BE ACCOUNTABLE FOR

Business Partnering & Pricing

Business Partnering within CG Management Team (CG Manager, Account Managers & Executives, Trade Activation Executives and Customer Service Team) in developing plans for the CG

Play as a key business partner to CG to provide investment insights and advise trade partner on investment possibilities

Provide relevant and best fit financial modelling & insights that will support delivery of Trade commercial objectives, which include review and analysis of the following:

Total Customer Investment (TCI)

Route to Market (RTM)

Customer Non-Criminal Loss (NCL), FOC (Free of Charge) and Stock Returns

CG/Customer P&L Deep Dive

Any other relevant Customer-related Agreements

Drive Business Case and Post Implementation Reviews (PIRs) for Trade Marketing-related projects driven by CG

Manage & review Trade Spend Expenditure (TSE)

Manage trade spend effectiveness and reallocation within CG whilst keeping in mind impact to total GTR trade investment

Review and control of actual spend versus budget on a monthly basis

Provide visibility and insights to CG Manager and Account Managers on Customer Profitability Reviews and share recommendations to improve overall profitability

Advise CG on relevant Marketing and Governance Framework applied for trade-related projects

Provide relevant analysis & administrative support with regard to Pricing

Support Trade Finance Manager & Trade on Pricing Strategy & Benchmark Pricing Review

Provide financial modelling & insights on Pricing Proposals

Manage & review Rebates and Customer Discounts (RCDs)

budget/tracking/reconciliation & payments

Ensure timely submission of BPC inputs & templates related to Pricing to support monthly planning process (DRM/FRM/SOP)

Review of Pricing Memos and Price release in ECC

Provide active support to the development of strategic analysis and report required by senior stakeholders and Trade Finance Manager

Marketing Reporting

Provide active support in Marketing Finance Planning & Reporting activities across all CGs, which includes the following activities:

Review of opportunities and risks that impact financial performance as part of Demand Review Meeting (DRM) and Financial Review Meeting (FRM) discussions, which includes Vol/Mix analysis

Ensure timely submission of planning inputs & relevant BPC templates for TSE/RCD/Customer OSL/NCL with IBPM way of working and timelines

Preparation of cashflow forecast related to Trade Receivables and Trade-related Payments

Drive month-end closing inputs, process and review across all CGs

Liaise with internal legal and tax team on any potential Trade-related exposure

Manage and keep track of any outstanding Trade-related actions from control navigator review and risk register exercise

Support LEX with ABAC process to GTR customers: reviewing financial statements, credit risk reports, etc

Supporting on external auditor queries

Management, Leadership & Relationships

Build cross- functional collaborative working relationships, in which information & resources are mutually shared in the pursuit of business goals

Self-development by undertaking a capability gap analysis (leadership & functional competency) then pro-active drive development plan to ensure the skill and knowledge levels are met expectations.

Exhibit leadership capabilities in engagement with key stakeholders through behaviours and attitudes which are in line with the guiding principles

Embrace and constantly demonstrate the new ethos behaviours and embed them in the GTR Finance and beyond

Maintain close communication with internal stakeholders (specifically CG Managers and Account Managers), Finance and other functions to understand the business

WE ARE BAT

At BAT we are committed to our Purpose of creating A Better Tomorrow. This is what drives our people and our passion for innovation **See what is possible for you at BAT.**

Global Top Employer with 53,000 BAT people across more than 180 markets

Brands sold in over 200 markets, made in 44 factories in 42 countries

Newly established Tech Hubs building world-class capabilities for innovation in 4 strategic locations

Diversity leader in the Financial Times and International Women's Day Best Practice winner

Seal Award winner – one of 50 most sustainable companies

BELONGING, ACHIEVING, TOGETHER

Collaboration, diversity and teamwork underpin everything we do here at BAT. We know that collaborating with colleagues from different backgrounds is what makes us stronger and best prepared to meet our business goals. **Come bring your difference!**

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