

Job Description

Job Title	Franchise Channel Manager
Department	Commercial
Reports to	Chief Commercial Officer
Responsible for	NA, team will grow in time

Job Purpose

To play a key, lead role in building and maintaining the channel and positive relationships with both the franchise partners and the agricultural landowners, ensuring their success and alignment with Bennamann's business values, working practices, and standards.

Using a strong background in franchisee and/or account management with excellent communication and organisation skills and a passion for environmental sustainability, the purpose of this role is to build and develop a sustainable channel that supports the growth and role out of the Bennamann solution.

Duties and responsibilities

Franchisee Programme Development

- Design and develop the commercial framework for the Bennamann Franchise Partnership
- Conduct market research and identify potential franchisee partnership opportunities
- Develop and implement strategies to continuously attract new audiences to becoming franchisee partners
- Continuously be informed by cross-functional teams and stakeholders regarding equipment training and regulatory requirements for both the franchisee partners and farmers
- Work with the marketing team and be an informed member of the Bennamann business with the creation of training packages and regulation requirement communications

Franchisee Onboarding and Training

- Design and facilitate the onboarding training processes for new franchisees, ensuring all franchisees have a clear understanding of Bennamann, organisational values and the biocycle processing facilities
- Liaising with multiple teams across Bennamann to always have a clear understanding of new training requirements and communicate these to the franchisee and farmer portfolio

- Maintain an informed understanding of regulatory, training and licenses required to operate the Bennamann solution and equipment on site and in transit, with a focus on servicing and maintenance technical skills in particular
- Provide initial comprehensive training on and ensure partners are up to date with Bennamann's Anaerobic Digestion equipment, processes and best practices
- Ensuring pro-active risk assessments and franchisee due diligence reviews, identifying, assessing, accepting, monitoring, escalating, and mitigating risks
- Champion Bennamann's best practices and values

Relationship Building and Ongoing Management

- Develop and maintain strong, collaborative relationships with franchisees and farmers partners to understand their needs, challenges, and opportunities
- Serve as the main point of contact for franchisees and farmers, addressing inquiries and concerns in a timely and effective manner.
- Responsible for troubleshooting any invoicing and transaction queries from the franchisees back to the business
- Set up meeting structure and effective commercial management of channel partners including quarterly and annual review

Communication and Collaboration

- Facilitate regular communication channels between Bennamann and the franchisees, ensuring alignment of strategic decisions and matters of compliance
- Collaborate with internal teams to relay feedback from the franchisees and contribute to the continuous improvement of products and services
- Maintain strong working relationship with colleagues and peers, reflecting Bennamann's values

Compliance and Quality Assurance

- Ensure franchisees adhere to all Bennamann and government mandated training, policies regulation and certification requirements
- Conduct regular audits and on-site visits to assess quality and compliance of both the farm facilities and standard of services the franchisees are delivering across their portfolios.
- Follow procedures to ensure compliance with company ISO standards as defined by role

Reporting and communication

- Report to the CCO on a monthly basis on KPI's and achievements

H&S

- Responsible for own H&S and that of your direct reports, adhering to company guidelines be this in an office / workshop setting, on site, in a vehicle and / or any other reasonable context
- Ensuring H&S is maintained through all department activities
- Highlight any H&S risks you identify to management
- Ensure you have any and all reasonable PPE and highlight any deficiencies to management who will address as required

Person Specification

ATTRIBUTES	ESSENTIAL (must have these skills or experience)	DESIRABLE (prepared to train or develop in these areas)
Relevant Experience Work and non-related work experience relevant to the job and organisation	Technical/Operational Experience of franchisee or account management within a variety of sectors, ideally agricultural. Business Acumen Effective communication, negotiation, planning and prioritising to ensure adherence to targets and compliance with legislation and safety standards. Proven experience of KPI reporting and achievement of targets	Familiarity with environmental sustainability practices is a plus For the future: Leadership & Management Experience of supervising/leading a small team.
Education/ Training Specific qualifications and or training	Bachelor's degree in Business Administration, Business Operations, Business Management, or a related field. Sales/account management training	First hand experience of setting up a new franchise partner programme
Qualities, knowledge & skills Personal skills, qualities, behaviour, most of these will be essential as many of these cannot be trained	An empathy and affinity with the Bennamann company values: <ul style="list-style-type: none"> • Safety • Curiosity • Integrity • Passion • Respect and alignment with our key traits: Humility, Empathy, Creativity, Innovation, Open Minds, Transparency	Trainer skills

	<p>In addition:</p> <ul style="list-style-type: none">- Follows procedures to ensure compliance with company ISO standards- Adheres to process and policy, including PPE and uniform- Presentable, with the ability to be a positive representative for Bennamann in relationships with customers and suppliers, ranging from farmers to councillors and scientists- Excellent and proven organisation, planning and communication skills	
<p>Additional factors Working conditions/hours, ability to drive, any special working conditions (eg gas handling)</p>	<p>Able to drive, travel and work remotely/away as required, initially around South and Midlands in England and South Wales</p>	