

 Livingston James



POSITION PROFILE

Finance Director



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Hero Brands is a highly successful, family-owned multifaceted business, responding to emerging consumer trends and building fast-casual brands of the future. With a network of experienced multi-unit franchise operators, they can move at pace and quickly launch brands to a global consumer audience. All their brands have been chosen and developed to offer quality and innovation to a diverse and discerning global audience.

Headquartered in East Kilbride, the Food & Beverage division of Hero Brands currently operates across 4 main brands with the portfolio set to expand over the next 12 to 18 months. The most well-known brand is German Doner Kebab (GDK) which has restaurants thriving in the UK, Europe, Middle East and is targeting rapid expansion across numerous new territories including North America.

The UK trading operation is owned and managed by United Brands Ltd, the master franchise holder for GDK in the UK, and has seen significant growth over the past 2 years, recently opening its 100th restaurant. As part of a rapid expansion plan, 78 new restaurants are set to open in the UK during 2022, building on the 39 opened during 2021.

Now employing more than 4,000 people across the UK, GDK has a development pipeline of 400 franchise units over the next seven years and has delivered a 75% increase in total sales, compared to the previous 12 months.

Outside of the UK, German Doner Kebab has moved into Sweden and the Middle East, and is now expanding in the US, Canada, Saudi Arabia and across other parts of Europe.

Plans for the second half of 2022 are in place to open 11 new restaurants in North America and its first restaurant in Riyadh via master franchisee Ajlan Bin Ajlan Group. The Ajlan Bin Ajlan Group has been signed-up a development agreement of 100 restaurants over the next five years.



As a result of this rapid expansion, GDK is seeking an experienced Finance Director to play a key role in supporting and driving their growth ambitions. This is an exceptional opportunity to join a commercially focussed, growing business which is leading the way in its field.

This role will suit a highly motivated senior finance profession, someone who is a self-starter, driven by the growth and the challenge that this role presents. The successful candidate will be someone who commands respect and can operate effectively across all levels of the business.

This is a highly visible role with the successful candidate having overall responsibility for the finance team across the current estate whilst also supporting the projected growth across all new locations. Given the seniority of the position, it is essential that the individual has the ability to build effective and robust working relationships across all departments and geographies.

While the technical expertise required to ensure success is incredibly important, the position also demands a Finance Director who can act as a change agent, is hugely capable and energetic, and embraces innovation in a fast paced, high growth environment.



Title:	Finance Director
Reports to:	CFO
Location:	East Kilbride, Scotland

The Finance Director will be an integral member of the finance team for GDK as well as key strategic point of contact for the operations and marketing teams

Key responsibilities will include (but are not limited to):

Accounting, Reporting & Commercial

- Take ownership for monthly and annual reporting and audit cycles in a timely manner, ensuring that the balance sheets across all companies are accurately managed and a proper level of review / due diligence over accounting practices
- Overall responsibility for intercompany tasks including debit and credit notes, reconciliations, and clearance of out of balances
- Prepare consolidated financial reports for the Board and senior management team
- Consolidate management information including sales reporting, cost and profitability
- Provide a critical viewpoint and challenge over the accounting transactions and financial documents
- Cash-flow management with clear forecasting
- Improving business efficiency, profitability and bottom-line performance through active participation in commercial and strategic decision making
- Building budgets and financial plans with key stakeholders
- Improving systems, controls and processes across the business
- Manage compliance with all HMRC rules across Corporate tax, VAT and Payroll
- Meeting all statutory and legal requirements for the business
- Manage the GDK finance team operating across multiple brands and multiple ownership structures in multiple currencies
- Partner with the key leadership team members across all divisions ensuring best practice and strong leadership across all financial metrics

Governance & Legal

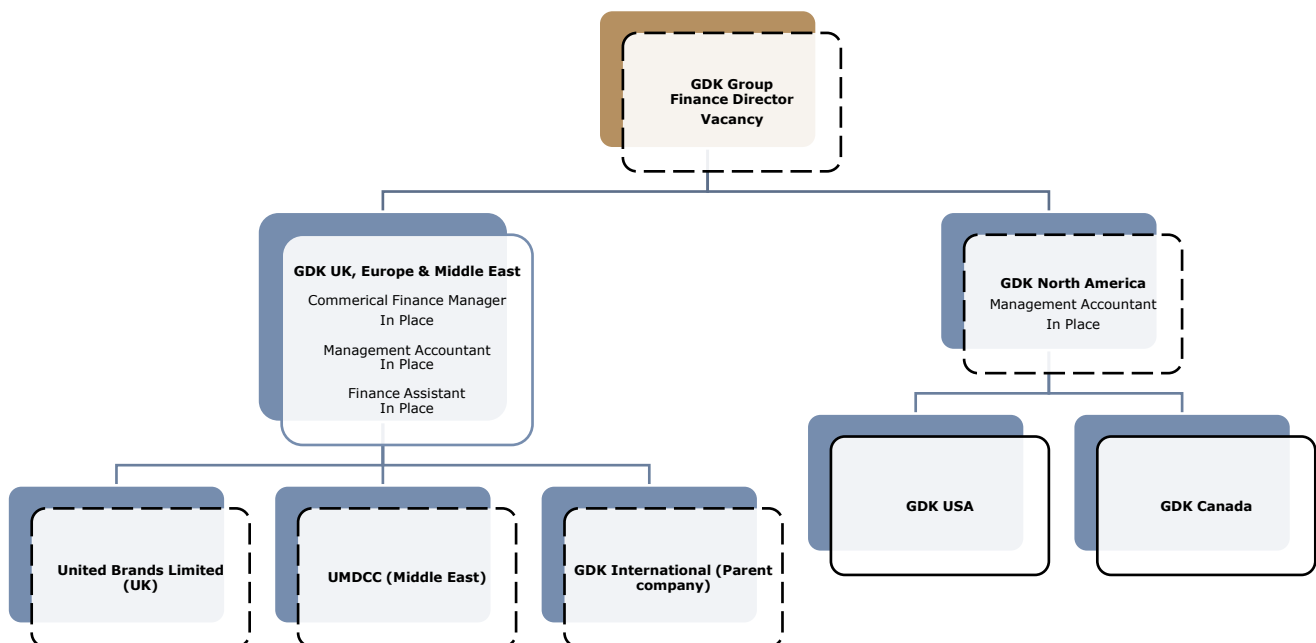
- Company secretarial responsibilities
- Ensure that all relevant regulatory and statutory requirements are fulfilled
- Manage external relationships with bankers, auditors, other professionals, customers and key suppliers



People Management

- Lead, develop and embed a best-in-class finance team mentality across all divisions
- Foster a unified work culture for the Finance department and teams
- Provide overall leadership and influence to both finance and operations teams across all territories. Firm and persistent when expressing views, but a good listener comfortable changing course if given compelling reasons
- Ensure all members of the team, understand their role, manage the expectations of all business partners and ensure there is continued communication

Organisational Structure





The position requires a confident individual with a keen eye for detail, with strong analytical skills and the ability to liaise with stakeholders across multiple levels of the business. The Finance Director will have the confidence to work directly with the CFO and, where required, the CEO, Imran Sayeed. It very important that the individual will also be able to take full ownership of duties and responsibilities of the role.

It is preferable that the individual will have worked in a Food & Beverage, FMCG or Retail environments where they will have been liaising closely with the operations and commercial teams across the business to support high levels of growth.

A summary of the key candidate requirements are as follows:

Experience:

- Experience of managing, developing and motivating teams of all levels
- Experience of developing outstanding relationships across the businesses and Executive Team
- A background in organisations or environments with a high degree of complexity and pace
- Previous responsibilities at director level or senior financial controller
- A proven relationship builder with the ability to increase co-operation across departments and sites
- Strong commercial acumen with proven experience of adding value to the bottom line
- Ideally, experience within Food and Beverage or consumer goods environments

Qualifications:

- Degree qualified with a strong academic track record
- Professionally qualified accountant (CA, ACCA, ACMA).
- Knowledgeable on current accounting standards and any proposed changes that are applicable to the business
- Able to demonstrate a proactive approach to CPD

Skills, Knowledge & Abilities:

- Knowledge of current finance best practice and ability to keep abreast of external developments
- Ability to prioritise and adapt to workload
- Strong analytical, organisational and decision-making skills
- Excellent communication and problem-solving skills with an ability to influence key members of senior management, particularly to increase business efficiency and profitability
- Ability to assess and drive business improvement projects
- Well-developed problem-solving skills combined with business acumen, pragmatism and commercial awareness
- Excellent IT skills in Microsoft and ERP systems



Other Key Characteristics & Behaviours:

- Excellent English language skills, both written and verbal
- Passionate about quality
- Brings energy and motivates teams - someone who gets things done
- Strategic thinker, adaptable, tenacious and resilient
- High levels of drive and personal commitment to achieve success
- Remains calm when under pressure
- Adopts a solution driven focus to problems
- Positive results driven, no nonsense individual
- Strong team player



An attractive financial package with a salary up to £90,000 plus a car allowance of £5,000 is available to the successful individual and will be commensurate with the background and experience required for the role.

For more information on remuneration please contact Mark Lewis at Livingston James

Contact details are as follows.
T: 07738732776 or E: marklewis@livingstonjames.com



The Recruitment Process

First stage interviews will be conducted by retained consultant, Mark Lewis at Livingston James

Second stages will involve meeting the Hero Brands CFO.

Third stages will involve meeting the GDK CEO & Hero Brands CFO

Final Stages will involve meeting the Chairman of Hero Brands.

All third-party applications, enquiries and direct approaches to Hero Brands will be referred to Livingston James