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HERO BRANDS

POSITION PROFILE

Finance Director
Hero Brands –
Health & Lifestyle



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Hero Brands is a highly successful, family-owned multifaceted business, responding to emerging consumer trends within healthcare 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.

The Hero Brands Health & Lifestyle division manages a number of retail activities within the Hero Brands portfolio, and it is set to expand with significant investments being made to drive its fashion brands, marketing business and the expansion of the online pharmacy operation. The Online division is also set to launch additional direct to consumer Online offerings later this year. The intention is to develop brands that resonate with their core target audience, GenZ and Millennial, and create unique brand partnerships.



Online pharmacy service offering prescriptions and over-the-counter medicines for home delivery. The vision is to bring everything you need from your pharmacy, right to your door. In 2021, the Rightdose Pouch was launched aimed at revolutionising the pharmacy sector, combining advanced technology and decades of experience in the sector to change the way patients manage their medications.



Galactic Media Group is the parent company of an array of boundary-pushing agencies, specialising on audio production, CG visualisation, experiential, film, and social media marketing.



Sneak Sply is a UK based sneaker accessories company, aiming to bring the most premium shoe care products to the market. It covers key areas such as displaying, protecting and cleaning your shoes.



King Apparel was launched in 2003 in the humble surroundings of London's East End. 'Streetwear' as we know it, didn't exist. The aim was to create a British streetwear brand that set the standard and upheld the culture. King Apparel's immersion in the culture led to collabs with emerging music artists of the time, including Plan B and Wretch32 as well as pioneering partnerships New Era and Starter, developing a global reputation as a leader in streetwear culture.



The Hero Brands Health & Lifestyle division is currently expanding its portfolio and is seeking an experienced and commercial Financial Director to play a key role in supporting and driving the growth ambitions of the division. This is an exceptional opportunity to join an innovative and commercially focused, growing business.

This role will suit a highly motivated senior finance professional who is a self-starter and 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. They will also be able to influence at all levels both internally and externally, acting as a key contact for the banks, auditors and other advisors. The role comes with a high degree of autonomy requiring a confident multitasker, who can marry a high level of intelligence with grounded common sense, offering both support and challenge in equal measures.

This is a highly visible role with the successful candidate having overall responsibility for finance and supporting the growth ambitions of the company. Given the exposure of the position, it is essential that the individual has the ability to build effective and robust working relationships across all departments of the division. The post holder will also possess a strong work ethic and they will be expected to support the strategic ambitions of the Chief Executive Officer.

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:	Chief Executive Officer
Location:	East Kilbride & Southside Glasgow

The role will be split over two locations; the Hero Brands head office in East Kilbride and the Rightdose Healthcare hub in the Southside of Glasgow. The Finance Director will be an integral member of the Senior Management Team and report to the Chief Executive. There will also be significant interaction with the Hero Brands Food & Beverage Finance Director.

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

Accounting, Reporting & Commercial

- Provide guidance and challenge to the senior management teams
- Carry out analysis for new investment opportunities
- Drive the successful implementation of new business opportunities into the Online Division
- 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
- Cash-flow management with clear forecasting
- 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
- 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 and build the finance team operating across multiple brands and multiple ownership structures
- Partner with the key leadership team members across all divisions ensuring best practice and strong leadership across all financial metrics

Governance & Legal

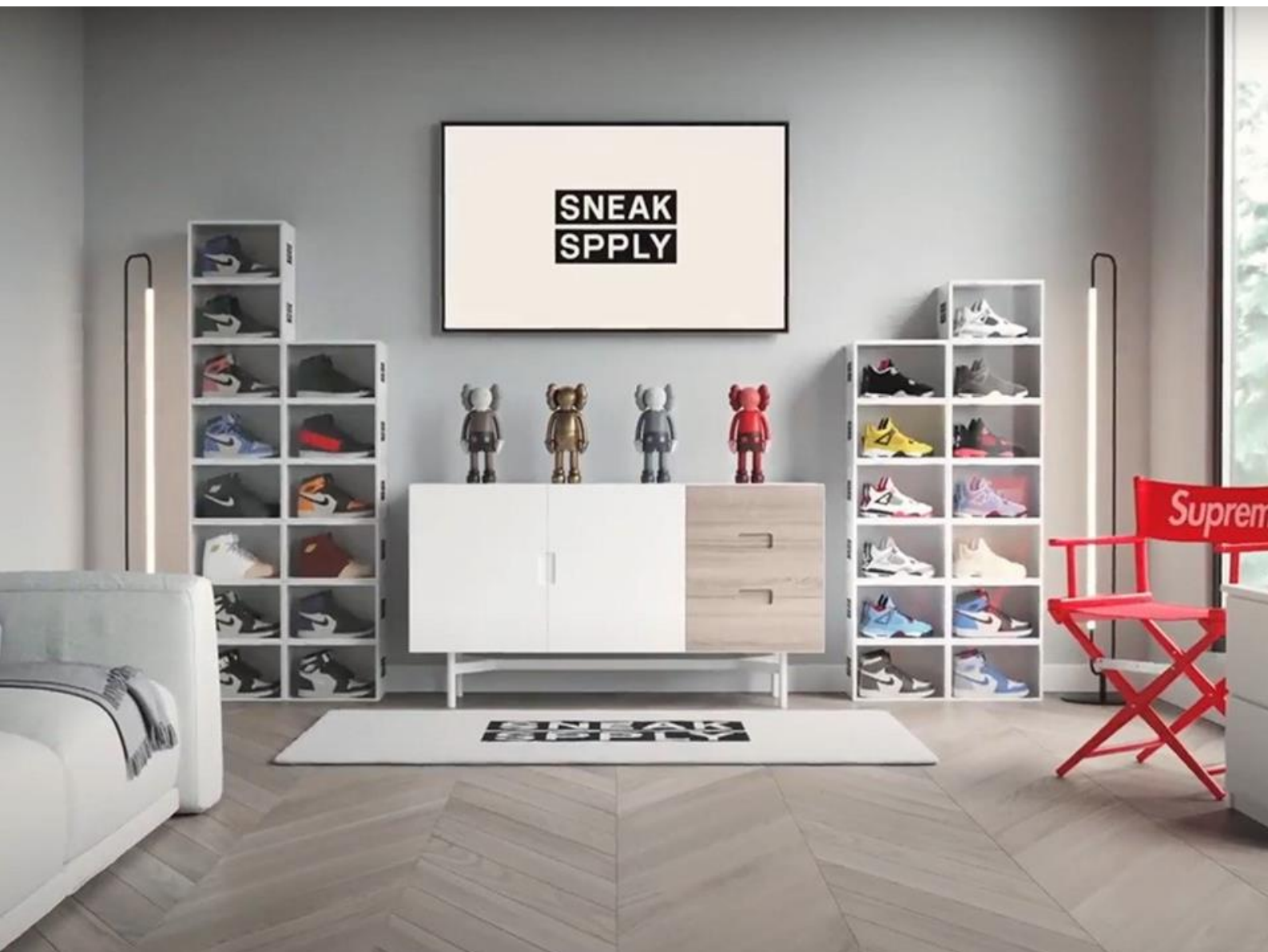
- Company secretarial responsibilities
- Ensure that all relevant regulatory and statutory requirements are fulfilled



- Manage external relationships with bankers, auditors, other professionals, customers and key suppliers

People Management

- Lead, develop and embed a best-in-class finance mentality across all divisions
- Foster a unified work culture for the Finance department
- Provide overall leadership and influence both finance and operations teams across all divisions. 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





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 CEO and other senior management team members where required. It is 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 high growth, innovative environments where they will have been tasked with working closely with the operations teams across the business.

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 online/technology businesses 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
- Other qualifications (e.g., MBA) are advantageous

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 in the region of £75,000 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: 07738 732776 or E: marklewis@livingstonjames.com

The Recruitment Process

- First stage interviews will be conducted by retained consultant, Mark Lewis of Livingston James
- Second stage will involve meeting the Hero Brands Food & Beverage Finance Director and United Wholesale Finance Director
- Final Stages will involve meeting the Chief Executive Officer
- All third-party applications, enquiries and direct approaches to Hero Brands will be referred to Livingston James