



Job Description

Job Title:	Managing Director
Reporting To:	Chairman of Place UK
Minimum Hours:	40 hours per week
Location (Head Office):	Tunstead, Norfolk

Role Summary/Purpose

Place UK is one of Britain's leading soft fruit growers and has a rich heritage in natural food production dating back to 1954. Over the years, the business has grown and expanded to include processing of fruit and pulses, offering a wide portfolio of frozen products for direct sales to Retailers and IQF ingredients to B2B manufacturers.

The Family holding company has approved an ambitious strategic plan and Place UK is now seeking a Managing Director to lead and deliver this plan.

The successful candidate will lead the delivery and development of the plan, oversee operational efficiency, financial performance and promote a people policy to drive the company's growth, profitability and market competitiveness, through a stronger together culture.

As the public face of the business, the individual will serve as a spokesperson and brand ambassador both within the local community and to stakeholders generally, including existing and potential suppliers and customers.

The business is comprised of two significant parts, providing differing challenges and opportunities:

- 1) The Soft Fruit Farm is constrained by economic issues within its industry, requiring a root and branch review of farming methods and marketing options to provide a sustainable operating model fit for the long term.
- 2) The Food Processing division is on trend for healthy eating with its fruit and pulse product offerings which should provide ample opportunity to deliver strong growth both in product range and market breadth.

Place UK benefits from a strong and embedded values-led culture, providing the foundations to develop and deliver its strategic plan. Working with an experienced and dedicated management team, the successful candidate will foster a culture of innovation, collaboration, and continuous improvement to deliver sustainable growth and performance.

Key Responsibilities and Functions

1. Strategic Leadership

Owning and implementing the Company's strategic plan; setting challenging short and long-term goals. To act as an ambassador with stakeholders, trade bodies and other partners, both nationally and within the local community.

2. Investor Relationships

To develop the existing relationship with the parent company Board, providing timely and accurate reporting and insight as required. Considering alternative sources of funding.

3. Food Processing

Develop and implement manufacturing plans and strategies aligned with the business objectives. Maintaining Place UK's position as an agile manufacturer of a wide basket of products, whilst driving growth by expanding our customer base. Providing support and ideation to reduce cost per tonne in the factories to assist in both unlocking access to new customers and maintaining existing business.

4. Fresh Food/Agricultural Know-How

Developing a Farm operational strategy, ensuring the Farm is utilising appropriate new technologies to achieve maximum efficiency, whilst reviewing the most efficient route to market. An external lens is essential to not just monitor competitor performance but also to identify trends and innovation.

5. Commercial Acumen

Ability to make sound business decisions that navigate external factors which provide the optimal return for the business. Be the point of escalation for key customers and supplier accounts within the business.

6. Operational Management

Overseeing day-to-day operations, managing resources, and ensuring efficiency and effectiveness across all departments.

7. Financial Management

Managing the Company's financial performance, investments, and business ventures.

8. People Management

Leading and motivating the Executive Team, managing personnel, and fostering a positive and collaborative work culture, whilst staying true to the Company's stated values.

Key Skills and Attributes

- Leadership – Strong leadership skills to inspire and motivate teams
- Strategic Thinking – Ability to develop and implement effective business strategies
- Communication – Excellent communication and interpersonal skills
- Financial Acumen – Understanding of financial management principles and practices
- Problem Solving – Ability to analyse complex situations and make sound decisions
- Decision Making – Capacity to make timely and effective decisions
- Adaptability – Ability to adapt to changing business environments and challenges.

Essential Requirements

- Proven experience as a Managing Director or Senior Executive
- Employment in the agricultural food processing industry, and/or the fresh foods manufacturing sector
- Demonstrable experience of strategic leadership and long-term planning
- Passion for sustainability, innovation, and rural development

Desirable Qualifications

- Previous experience of employment in a family business
- Employment in the agricultural crop production industry, preferably horticultural.
- Undergraduate degree, or higher, in a subject relevant to the business
- MBA or equivalent leadership training qualification