

RANGE DEVELOPMENT MANAGER – SUB & SEASONAL



Why Riverford?

Each week, Riverford delivers outstanding organic food to around 65,000 homes across the UK. This takes loads of brilliant people, from veg growers and box packers to IT experts, and more besides.

We're a friendly, forward-thinking bunch, and our core values run through everything we do. Riverford is 100% employee owned, so working here makes you a 'co-owner' – and it's not just a name! Everyone can play a part in shaping our business. Success means much more than just profits; we want this to be a place people enjoy coming to work, and a business our co-owners feel proud of.

Riverford is proud to be a B Corp; the certification for ethical businesses which work to benefit people and planet. In 2022, we were named one of the Best for the World™ B Corps! This means that our positive impact on staff scored in the top 5% of all B Corps of our size worldwide.



We're owned by
our employees



Best for the World™
B Corps of 2022



Using business as
a force for good



We're committed to paying
the Real Living Wage

What you'll be doing

At Riverford, our sub & seasonal ranges are key to keeping our food offerings fresh, vibrant, and grounded in our core values of sustainability and quality. These carefully curated ranges bring variety, enhance customer engagement, and boost average order value (AOV), all while helping more families to "Live Life on the Veg." You'll have the opportunity to thoughtfully curate products that elevate our core range, blending innovation with a sense of joy, while ensuring every item reflects the high food values Riverford is known for.

This is a fast-paced NPD heavy role, you'll harness customer insights and category trends to launch exciting new products that meet diverse needs.

Key responsibilities include:

- Crafting exclusive product ranges ("Made for Riverford").
- Introducing new categories, such as tea and coffee ("Discovered for Riverford").
- Leading the management of seasonal ranges.
- Scoping and delivering a refreshed recipe box and kit range.
- Overseeing the weekly improvement of Recipe Boxes and Kits.

You'll guide a small team, including the Recipe Box Coordinator and Administrator, and collaborate closely with Demand Planning who will forecast, alongside Supply Chain, to ensure availability meets customer demand. Supported by a dedicated, collaborative team, you'll help ensure our offerings remain timely, fresh, and aligned with Riverford's mission of delivering delicious food that's good for people and the planet.

This is a permanent position. The role is 40 hours per week, Monday to Friday. We encourage flexitime and hybrid working with a requirement to be on-site for 2 to 3 days per week, based from Wash Farm, Buckfastleigh, Devon, TQ11 0JU.

Your responsibilities

- **Product Development:** Shape and manage the sub-range portfolio, leading the development and management of Riverford's **Discovered by Riverford** (non-fresh items such as tea and coffee), **Made for Riverford** (products like olive oil, wines, and fresh pasta), focusing on encouraging vegetable-centric diets, ethical purchasing, and supporting small, responsible producers.
- **Customer Segmentation:** Tailor the sub and seasonal ranges to meet the needs of two primary customer segments:
 - **Family Customers:** Larger pack sizes and value-driven products for family meals.
 - **Mature Plus Customers:** Smaller, adventurous product selections for foodie customers.
- **Scoping and delivery of a reimagined recipe box and kit range.** Working with insights to gather customer feedback and shopping behaviour data, you will review the current range and interpret your findings to deliver a new range of recipes boxes and kits which reduce complexity for the business, improve margin and better meet customer needs in service to the core range.
- **Recipe Box & Kit Management:** Lead the weekly delivery and development of **Riverford Recipe Boxes and Kits**. Manage the **Recipe Box Coordinator** and **Recipe Box Administrator**, ensuring timely delivery while continuously improving customer appeal, operational simplicity, and profitability.
- **Seasonal Range Ownership:** Take ownership of delivering the **Christmas range** and other important **seasonal ranges**.
- **Forecasting & Demand Planning will be the responsibility of the demand planning function** – but this role will require close collaboration with the demand planning function to ensure accurate forecasting and smooth operations, aligning product availability with customer demand.
- **Scoping New Categories:** Lead the **scoping and launch of new categories** to drive AOV growth and keep the product offering competitive.
- **Sustainability & Responsible Purchasing:** Support Riverford's core values by helping customers purchase responsibly and by working with small-scale producers. Collaborate with the supply chain to ensure the sustainability and resilience of Riverford's operations.
- **Fair Pricing & Ethical Sourcing:** Ensure a balance between fair pricing for customers, suppliers, and the environment, maintaining value while adhering to ethical principles.

Skills & experience

- **Product & Team Management Experience:** Proven experience in product or portfolio management, ideally within the food retail or related sectors, and experience managing a team.
- **Operationally Driven:** Experience in ensuring the timely delivery of products with a focus on operational simplicity and profitability improvements.
- **Strategic Collaboration:** Ability to work cross-functionally, especially with supply chain and demand planning teams, to optimise forecasting, product availability, and sustainable practices.
- **Innovative & Strategic:** A creative thinker who balances innovation with data-driven decision-making to refine product offerings.

Personal qualities

- **Customer-Focused:** Strong understanding of diverse customer needs, from budget-conscious families to adventurous food lovers.
- **Sustainability Advocate:** A commitment to organic food, ethical sourcing, and supporting small-scale producers.
- **Collaborative Team Player:** Strong ability to work across departments, ensuring seamless product delivery from procurement to marketing.

Salary £40,000- £45,000 per annum, dependent on experience.



WHAT'S IN IT FOR YOU?

33 days holiday pro rata (including bank holidays),
plus an extra 2 days when you hit 5 years with us

Generous & ethical co-owner pension scheme

Annual profit share; at least 10% of all our profits are split equally
between all co-owners.

30% off everything we sell

Organic breakfasts and lunches, home-cooked
by our canteen chefs, at our two biggest sites

Enhanced maternity/paternity pay (plus six months of
free organic veg boxes for you and your new arrival)

An annual allowance to spend on Riverford branded clothing

Lots of free co-owner social events and celebrations

Flexible working options

2 paid volunteer days per year

Bike loan scheme (we'll cover the cost
initially so you can get your bike tax-free)

Life assurance cover

A generous thank-you gift if you 'recommend a friend' to work with us
too. Lots of people work alongside their loved ones at Riverford.

Wellbeing resources, including Mental Health First Aiders
and access to free health and wellbeing services such as
counselling and physiotherapy.

Your wellbeing is a top priority, and
there's lots of support at Riverford and beyond.

Training and progression opportunities open to
all, including fully funded apprenticeships.



Riverford's values

