

SENIOR RANGE MANAGER: CORE RANGE



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

Since 1986, we've been farming organically with one simple goal: to bring the best of each season to your table. Our award-winning veg boxes, slow-grown for maximum flavour, evolve with the seasons, delivered in home-compostable packaging that reflects our commitment to sustainability. This role offers the opportunity to shape that experience by developing a core range of fresh produce, including pre-set boxes, fresh extras, meat, and dairy—all with a focus on quality and value.

As Senior Range Manager, you'll play a key role in creating products that meet the needs of families seeking value as well as customers looking for variety and premium quality. With a partially integrated supply chain, where we process our own meat and produce about half of our milk, you'll ensure that everything we offer remains true to Riverford's values: flavour, sustainability, and respect for the planet. You'll also have the support of a Range Development Executive to help drive the strategic design and delivery of our fresh range.

Key responsibilities include:

- Evolving our pre-set veg boxes to offer more flexibility for customers.
- Developing a dual-tier fruit and veg range that balances affordability with premium seasonal selections.
- Tackling the challenge of making fresh extras more accessible without compromising quality.
- Expanding our meat and dairy offering, using our in-house production to deliver even more exceptional products.

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 3 day per week, based from Wash Farm, Buckfastleigh, Devon, TQ11 0JU.

Your responsibilities

- **Core Range Strategy:** Collaborate with the Head of Range to refine and implement a strategic plan for Riverford's core product range, including veg boxes, fresh extras, meat, and dairy. You will ensure that the range aligns with Riverford's values, focusing on quality, sustainability, and customer needs.
- **Customer-Centric Approach:** Adapt the range to meet the needs of our two main customer segments—families looking for value and larger packs, and mature customers who seek quality, variety, and smaller portions.
- **Pre-Set Veg Boxes:** Lead the evolution of Riverford's pre-set veg boxes, focusing on improving flexibility and control for customers while maintaining their strong value-driven appeal. Your goal will be to develop a more tailored, customer-friendly proposition that keeps the veg boxes central to Riverford's offering.
- **Fruit & Veg Range Development:** Develop a dual-tier fruit and veg offering that includes both everyday staples and premium seasonal produce. Work on balancing accessibility and affordability for families while introducing unique, top-tier selections that cater to foodie customers looking for provenance and seasonality.
- **Meat and Dairy Range:** Work closely with Riverford's butchery and dairy teams to grow meat sales and continue producing top-quality milk. Ensure that meat, dairy, and dairy alternatives are ethically sourced, fairly priced, and tailored to the needs of our core customer base.
- **Supply Chain Collaboration:** Liaise with the supply chain team to ensure the smooth and sustainable operation of our produce range. Focus on building resilience and fair pricing, while maintaining our commitment to sustainable farming and supporting small-scale producers.
- **Profitability & Margins:** Ensure each category within the core range meets agreed margin targets. Collaborate with commercial teams to review pricing and maintain a balance between profitability, ethical sourcing, and customer satisfaction.
- **Deliver Strategic Imperatives:** Align your work with Riverford's key strategic priorities:
 - Focus on customer needs, making our products easy and enjoyable to use.
 - Enhance control and flexibility for customers, especially through revamped veg boxes.
 - Maintain fair pricing for customers and suppliers.
 - Defend Riverford's farming foundations, prioritizing resilience and sustainability as we grow.

Skills & experience

- **Experience in Fresh Food Range Management:** Proven track record in developing and managing fresh food ranges within a retail or grocery context.
- **Collaborative Leadership:** Experience leading cross-functional teams, including close work with supply chain, commercial, and operations teams.
- **Financial & Analytical Acumen:** Competency in managing margins, profitability, and customer satisfaction simultaneously, with strong data-driven decision-making skills.

Personal qualities

- **Customer-Focused Mindset:** Strong experience in shaping product ranges that address diverse customer needs and preferences.
- **Passion for Organic Food & Sustainable Farming:** A deep understanding and commitment to ethical farming and organic food production.
- **Innovative Problem-Solver:** Ability to balance innovation and practicality while meeting the needs of different customer groups.

Salary £45,000- £50,000 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

