



Business and Financial Planning Manager

The Company

Privately owned by McMullan family for 4 generations, The Maxol Group has earned a trusted place at the forefront of innovation in the forecourt convenience sector and a reputation for expertise in the Irish mobility energy business built over its 102-year history. We are recognised as one of the leaders in the Irish forecourt convenience retail sector, with our network of 242 modern service stations, placing us at the heart of communities nationwide. Our Fuelcard Services division supports 3,000 business customers to manage their fuel costs and our Lubricants division provides an extensive range of products to the haulage, marine, agriculture and industrial sectors. Group Turnover in 2022 was more than €850m and Profit Before Tax exceeded €45m.

Our vision and keen eye for new market developments has led us to embark on a multi-million Euro strategic investment programme, with over €210m invested in our store network over the last decade. In recent years we have begun to reposition from a forecourt brand to a convenience retail and food-service brand. This has included the roll out of our new premium Shop concept under the Maxol brand name, the launch of our own exclusive coffee brand ROSA Coffee in 70 stores and introduced our new Maxol Deli in 56 stores in the Republic of Ireland. Our strategic alliance with The Henderson Group and Spar in Northern Ireland places us as a leader in this market and our investment in convenience retailing has been recognised on a global stage by NACS, the global association for convenience and fuel retailing. In 2022, Maxol Ballycoolin was named 'European Convenience Retailer of the Year'. In 2021, Maxol Newbridge was awarded 'NACS European Convenience Retailer Best of the Best Store Award' and in 2020, Maxol Clarecastle won the 'Global Forecourt Experience Challenge Award'.

Our business has grown significantly in the last decade, with more substantial investment planned for the years ahead, and we are looking for exceptional, inspirational, and passionate people to join our already dedicated team.

The Role

We are seeking an individual who is passionate about delivering first class customer service, and has strong experience in analysing, interpreting and communicating key financial and operational information to help managers and colleagues across all parts of our business understand how their area has performed against target, and why, and how The Maxol Group overall is progressing to achieve its Strategic goals.

Reporting to the **Chief Strategy & Business Planning Officer**, the successful candidate will work closely with senior management to develop a new suite of KPIs for every part of Maxol's businesses and work closely with colleagues in Finance, I.T. and Retail Management to establish the practices and procedures needed to capture the required data systematically. There will be particular emphasis on drivers of Convenience, Food & Other income and the role will be responsible for co-ordinating the production of a "Weekly Book" of KPIs, customer data analytics and other management information.

The requirements of the role are expected to evolve quickly and considerably over the short and medium term, so flexibility, commercial awareness, and the ability to work on own initiative and collaboratively with internal and external colleagues to tight deadlines and challenge the status quo will be essential qualities for this role.



Key Competencies

Qualifications/Experience

- A qualified accountant with at least 5 years' PQE experience, preferably 12 months of which have been in a commercial business.
- A keen interest in business generally and in the commercial activity which underpins financial transactions & accounting provisions.
- Excellent PC skills including MS Word, Excel (advanced), Access (intermediate) and PowerPoint & experience of using an integrated financial system.
- A confident, commercially aware proactive problem-solver with excellent analytical, administrative, written & verbal communication and interpersonal skills.
- Capable of amending/developing & documenting policies & procedures to meet changes in the business.

Personal Characteristics

- Dynamic, flexible, hands-on, organised and detail driven. Able to effectively prioritise and execute tasks in a fast-paced environment.
- Accurate, flexible, well-organised, self-motivated, capable of working under pressure & planning workload to meet tight deadlines.

Primary Responsibilities

- **Work with Senior Management to identify Strategic KPIs and develop appropriate SOPs to ensure their consistent regular collection, analysis interpretation & commentary.**

Co-ordinate the development of a full listing of quantifiable measures and targets, across all dimensions of Maxol's business (financial, customer, internal process, and our people), to enable ready assessment of how effectively Maxol is achieving its Strategic goals and where it needs to improve.

Identify and collect comparative data from industry competitors and best-in-practice operators. Participate in a TQM team and be main support to TQM team leader to gather input and feedback from all parts of Maxol's business as to appropriate KPIs and work with colleagues to develop and implement SOPs for their collection, analysis, and commentary.

- **Co-ordinate Production of a Weekly Book of extensive KPIs.**

Work with colleagues from other teams, especially I.T., to streamline information flows and consolidate existing and new management information into a "Weekly Book" which will be circulated to Board and management team to a consistent regular timetable.

Assemble KPIs, including customer data analytics, from internal and external sources to achieve timely and accurate understanding by management of issues affecting Maxol's operational and financial performance.

Co-ordinate assembly of all information required for "director's compliance statement" for Group Board.



- **Management & Board Reporting on Convenience, Food & Other Income (CFOI)**

In conjunction with regional managers, retail management and GFC, write extracts for monthly board and management reports to comment on CFOI sales and profit performance across Maxol's networks in ROI and NI compared to budget and previous year and comment on underlying reasons for variances. Prepare weekly CFOI sales and margin information and revised monthly forecasts for inclusion in Maxol Weekly Book.

- **FC Responsibility for Reporting on CFOI Performance.**

Full end-to-end responsibility for financial accounting and management reporting on CFOI in ML & MOL. Prepare and post all CFOI related accruals & prepayments including franchise partner rebates & wholesaler rebates.

Attend and take minutes from CFOI monthly review meeting with "Head of Retail" and regional Managers. Prepare monthly site-by-site analyses of CFOI versus budget and previous year and prepare related budget and forecast information.

Resolve queries regarding any unusual items with Sales Support team.

Liaise with IT to ensure consistency between Retailer POS sales and Maxol internal sales reports information.

Prepare budgets and rolling forecasts for CFOI for ML & MOL.

- **Financial Oversight of Sales Support Department**

Work with Sales Support Supervisor to ensure all CFOI invoices & related documentation are accurate and posted on a timely basis.

Ensure key details from CFOI records & agreements are accurately maintained.

Ensure wholesale supply and food franchise rebate invoices (e.g., ALL, Insomnia, BWG, Bewley's) are processed in a timely manner and income accrued correctly. Ensure static fees (licence, retail technology, stationmaster, FYCT, H&S, etc) and miscellaneous rental income are invoiced accurately in a timely manner.

Ensure variable "live-billing" fees (shop, hot beverage, car wash, food franchise, etc.) are invoiced on first working day of following month.

Oversee reconciliation & processing of quarterly billing for lance car wash fees.

Oversee recovery of miscellaneous costs from customers.

Assist credit control with collection of CFOI and implementing debtor policies if required.

- **Retail & Regional Management Support.**

Prepare background information for Retail team in advance of meetings with retailers and other business partners.

Resolve internal and retailer queries in relation to CFOI charges.

Reconcile CFOI accounts where necessary.

Liaise with Finance Department with respect to unusual arrangements with customers, ensure they are processed correctly and accurately reflected in management accounts and CPR.

Review & report to Head of Retail, CFO and COO on exceptional items in monthly CPR.

Review sales and margin performance in relation to food franchise partners.



- **Annual Budgets and Update of 5-year plan, Rolling Forecasts.**

Take full ownership for co-ordinating preparation of annual budgets for ML, MOL and Maxol Energy Group.

Ensure that the financial targets assumed in board-approved investment proposals are properly reflected in annual budgets and 5-year plan.

- **Capital Appraisal and Business Plan Renewals**

Assist with preparation of investment appraisals & other business/financial plans as required.

Critically review financial appraisals for capital developments/acquisitions & associated business plans in conjunction with latest accounts & margin analysis.

Check for accuracy and reasonableness of retail margins, wages/turnover ratios, turnover targets, payback analysis and provide confidence to senior management team that business plans and financial appraisals are achievable.

Work with Retail team to ensure accurate capital appraisals together with full narrative is available for Senior Executive review on Wednesday of the third week each month.

Prepare playbacks/reviews on performance of previous investments (on time, on budget, on profit targets).

Monitor capital expenditure timing for Group cashflow forecasting purposes.

- **Assist Retail Team with interpreting financial information from licensees.**

Assist Retail team with review of Retailer quarterly management & annual audited accounts, benchmarking and highlighting of key variances to expected performance and business plan.

Develop short form accounts review template and checklist to highlight significant issues, to include impact of operators and family wages, accounting fee, group management fees, reasonable returns, divergence from central purchasing, etc.

- **Financial Controls**

Ensure group accounting policies & controls are fully adhered to. Develop, document, monitor & amend company financial procedures as required & ensure adequate training where required.

Assist with preparation of budgets & rolling forecasts for ML & MOL.

Propose improvements to systems, policies & procedures & implement same.

Make suggestions to reduce cost/improve profits.

Provide ad-hoc analysis of financial data in response to management queries.

Carry out other duties that may be assigned from time to time.

- **Cover for other roles.**

The incumbent will work closely with & deputise for other members of the finance team and provide cover for other staff if urgent need arises.