



CHIEF FINANCIAL OFFICER (CFO)

Full time · East Bergholt, Suffolk · £60,000 to £72,000 plus share options

This is an exciting opportunity for a CFO to join a fast growing e-commerce brand with purpose. This will suit an enthusiastic and entrepreneurial accountant with post qualification experience looking to grow their career in a dynamic, award winning business.

We're looking for a qualified accountant ready for their first CFO role or an existing CFO who is happy to roll their sleeves up. You'll run our numbers end to end and, as part of the management team, actively drive the commercial decisions that grow She Grows Veg. As we grow, you'll build and lead the finance team beneath you. She Grows Veg has tripled its revenue every year since its inception and you could be part of what's next!

About She Grows Veg

She Grows Veg sells premium heirloom vegetable and cutting flower seeds, sourced from a global network of artisan growers, as well as complementary gardening gear. Kate Cotterill and Lucy Hutchings founded the business in 2023. Since then we've won two RHS Chelsea Gold Medals and Suffolk Business of the Year 2026, and built a community of over 275,000 social followers with 50,000 email subscribers.

We sell direct to customers online at shegrowsveg.com and wholesale through partners including Ocado, The Newt and the RHS. We're a team of 44, we're growing fast.

Our values, Sustainability, Support, Simplicity and Inspiration are core to who we are as a team and as a business. We exist to help as many people as possible discover the joy of growing their own food.

Why you'll love working here

Three years in, we're growing at pace, have big ambitions and plenty of energy, so no two days ever look quite the same. Join us now and you'll have a real hand in shaping what comes next.

A workplace like no other: our HQ is set in a beautiful walled garden, surrounded by our trial garden and extensive grounds

- Our staff have different start times, so your working day can fit around your life
- Unrivalled team spirit: we back each other, celebrate the wins and roll our sleeves up together when it gets busy
- We'll help you flourish, with a development plan built around you and real support to grow into the role and beyond
- A real stake in what you build: share options through our EMI scheme, so you share in the growth you help create



What you'll do

This is a hands-on role and you'll have strong foundations to build on. Our bookkeeper is on hand, and the AI automations we've built handle the reconciliations, so your time goes on the insight rather than the admin.

Own the numbers

- Run month end close and deliver management accounts by working day 10
- Own the cash flow forecast and keep the CEO ahead of it
- Build and run the annual budget and forecasts, reporting actuals against budget each month
- Maintain our 3 year high level forecast and cashflow, essential in a fast growing business
- Own stock valuation, margin reporting and channel profitability across direct and wholesale
- Manage credit control with our wholesale partners and keep supplier payments running smoothly
- Supervise our part time bookkeeper and work alongside our external accountants on payroll, VAT, corporation tax and year end

Fund the growth

- Own our banking relationships and day to day treasury
- Lead on financing, including working capital facilities and support the CEO with investor funding if required
- Help prepare quarterly investor materials and support due diligence

Drive the business

- Work with the CEO to shape our growth strategy and turn our ambitions into a plan backed by solid numbers
- Lead pricing, margin and channel decisions, and use the data to challenge the management team when a change of direction is needed
- Partner with colleagues across marketing, operations and product, giving every team the numbers it needs to hit its targets
- Present the financial picture at our quarterly advisory board meetings and work with Kate to produce the quarterly board report
- Set up the KPIs, dashboards and controls a business four times our current size will need

Lead with AI

- Join our AI strategy pod and shape how we use AI across the business
- Build on the AI automations we already run for reconciliations and push automation further into finance, so we spend less time processing and more time thinking



What you'll bring

Essential

- Qualified accountant (ACA, ACCA or CIMA) with at least 5-10 years' experience since qualifying, including steering a business through tougher trading conditions as well as good ones
- You've produced monthly management accounts, cash flow forecasts and budgets yourself, not just helped with them
- Confident using AI tools in your everyday work, with examples of how you've used them to work faster or better
- Strong commercial instincts: you can explain what the numbers mean, and what to do about them, to people who aren't accountants
- This could be your first CFO role or your next one. Either way, you're ambitious, curious and excited to build something from the ground up
- Happy to roll your sleeves up in a growing business where there isn't always a defined process yet

Desirable

- Experience in retail, ecommerce or consumer products, ideally with stock and multichannel sales
- Experience with bank facilities, fundraising or investor reporting
- Experience setting up or moving finance systems and automating processes
- A love of growing things is a bonus, never a requirement

The package

Salary	£60,000 to £72,000, depending on experience
Share options	A real stake in a fast growing business: options under our EMI share option scheme, a tax advantaged scheme, subject to scheme rules and board approval
Hours	Full time, 37.5 hours a week
Location	Our HQ at East Bergholt Place, Mill Road, East Bergholt, Suffolk, CO7 6UP. Hybrid working can be supported, minimum of 3 days in the office.
Holiday	30 days inc bank holidays
Pension	Workplace pension with employer contribution



Reports to	Kate Cotterill, CEO

As the business grows, you'll build and lead the finance team beneath you. We'll agree a development plan with you in your first 3 months.

How to apply

Send your CV and a short note to jobs@shegrowsveg.com. In your note, tell us two things: a time your numbers changed a business decision, and one way you've used AI to make finance work better.

Closing date: 31st October. We'll review applications as they arrive, so don't wait.

She Grows Veg Ltd, East Bergholt Place, Mill Road, East Bergholt, CO7 6UP · shegrowsveg.com