

National Accounts Manager – Casual Dining Channel

Brand: Matthew Clark

Job Family: National Accounts

Report To: Channel Director

Sub Family: Sales

Purpose

- The achievement of annual Margin and Revenue targets through the day to day management of a specified account or account base
- Manage profitability of Customer Base – Managing Debt/Efficiency of Supply Chain
- Increase Matthew Clark share of supply in Customer Base

Core Accountabilities

- Monthly review, internal and external to cover the following where relevant - account profitability, taking account of product mix, fixed contribution after variable cost and other attributable 'costs to serve'
- Maintenance of stock forecasts to ensure the National Account Stock Controller is aware of de listings and newly listed products
- To network within MC, Key Customers and prospects to raise the profile of MC within the customer channels
- To be responsible for day to day account management
- To work through the MPM marketing function to deliver growth initiatives and point of purchase excellence
- To gather, manage and interpret data to provide growth opportunities
- To construct and present commercial propositions
- Communication and feedback
- Building and maintaining an overview and opportunity map of the trading region (Business Director reports)
- Building and maintaining an overview and opportunity map of their accounts (Channel Director reports)
- Account / Business Planning Skills
- Business Account Plans to include;
 - Contact Strategy
 - Retention Strategy
 - Growth Plan
 - GAP Analysis
 - Liaising with brand owners

Key Relationships

Internal

- MD Nationals/Channel Director and Nationals team
- Bibendum sales teams
- Logistics
- Customer Marketing
- Wine Controller
- NAEs
- Head Office Functions
- Depot Functions

External

- Key Customers and potential customers
- Key Suppliers

- Industry bodies

Experience, Skills and Knowledge

- Demonstrable experience of multiple operators / major account handling
- Numeric Skills commensurate with Senior Level Account Negotiation
- Good PC Skills
- Good presentation skills
- Experience of account negotiation at a HO level
- Demonstrable experience of Account Profitability
- Experience of influencing at a senior decision maker level
- Knowledge of all drinks categories is required with strong wine knowledge an advantage

Qualifications & Education

Essential

- Educated to Degree Level or equivalent
- WSET Level 1 Certificate minimum standard

Business Specific Requirements

- Full Driving Licence 6 points max

Our Values

Passion

We tackle challenges and opportunities with passion and enthusiasm. Across the business we have fun whilst we do it.

Agility

We are always flexible to the needs of the business. Our people generate innovative ways of working. In return our leadership embrace new ideas and opportunities.

Team Work

We work as one team to achieve a common goal. We support our customers, our retail Franchisees and each other.

Customer Focus and Excellence

We make a difference by going the extra mile for our customers and each other.