**ROLE PROFILE**

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| **Role Title** | **Premium Account Manager**  | **Location** | **Field Based London** |
| **Business Unit** | **On Trade Sales** | **Job Family** | **Sales & Distribution** |
| **Reports to**  | **Head of Premium Wine Sales** | **Sub Family** | **Relationship & Account Management** |

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| **Purpose** |
| As Premium London Account Manager you'll help to grow our annual margin and revenue through the premium channel, maintain strong relationships with our customers, suppliers and internal stakeholders and work to bring on new business opportunities. You'll have demonstrable experience in account management within the drinks industry, an understanding of Bibendum’s wine sales and marketing objectives, and an ability to take ownership of new business objectives. You will strive to achieve budgeted margin and revenue targets whilst working closely with the fine wine and business development team and other colleagues to deliver a robust channel plan, including individual business plans and objectives for existing and prospective new accounts. |
| **CORE ACCOUNTABILITIES** |
| * Build a quality prospect list to meet new business objectives.
* Build and continuously develop customer relationships in the accounts.
* Work closely with key producers in trade to add value at all levels.
* Develop sales strategies and implement these in account base.
* Achieve the budgeted volume and margins in each respective account
* Manage relationship with suppliers and implement targeted sales strategies
* Review weekly logistics reports to monitor stocks/sales of all lines
* Ensure all forecasting and planning tasks are completed within agreed timelines
* Build and manage strong cross-functional relationships internally.
* Regularly visit sites to ensure an in depth knowledge of customer range and and experience
* Review sales reports and negotiate corrective action with accounts
* Review weekly logistics reports to monitor stocks/sales of all lines
* Manage customer pricing and accruals.
* Embrace and reflect the vision and values of Bibendum in all aspects of the role and demonstrate full ownership of all set targets.
* Deliver site level wine training

KPIs:* Profit and Revenue Targets
* New Business Targets
* Listings of key agency brands
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| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** |
| **Internal:** * Cross-functional across several departments, incl. Credit Control, Sales Operations, Business Development, Fine Wine, Forecasting and Brand Marketing teams.

**External:*** Customers and key suppliers
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| **KNOWLEDGE/ EXPERIENCE/ SKILLS** |
| **Essential:*** Successful record of delivery in a previous sales and customer-focused role
* Strong negotiation and influencing skills
* Analytical and mathematical skills
* Intermediate/Advanced Microsoft Excel
* Knowledge of wine, beer and spirits categories

**Preferred:*** Minimum 2 years’ experience in the drinks industry
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|  **PROFESSIONAL QUALIFICATIONS & EDUCATION** |
| **Essential:*** WSET Level 3 or above in Wine

**Desirable:*** WSET Diploma in Wine (or working towards)
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| **TECHNICAL/ BEHAVIOURAL/ PERSONAL COMPETENCIES** |
| * Sales
* Negotiation & influencing
* Communication
* Analytical
* Organisation
* Time management and adherence to deadlines
* Relationship management
* Customer service
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| **TRAVEL** |
| Available to travel both in the UK and occasionally abroad. This may include overnight stays. |
| **ROLE DIMENSIONS** |
| No of Direct Reports | 0 | Financial Impact (Direct) | N/A |
| Total Team Size | 4 | Financial Impact (Indirect) | N/A |
| No of Locations | 1 | Other/ People Manager (yes/ no) | No |