**ROLE PROFILE**

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| **Role Title** | **National Account Manager** | **Location** | **Dublin, Ireland** |
| **Business Unit** | **Commercial Off Trade** |  |  |
| **Reports to Role Title** | **Commercial Director Off Trade Ireland** |  |  |
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| **PURPOSE** | | | |
| To set and agree the joint business plans, objectives and ongoing agendas for a range of National Accounts. Interact within the business to deliver sales and customer propositions that will support the overall commercial strategy through the Account Management Process. | | | |
| **CORE ACCOUNTABILITIES** | | | |
| * Accountable for the creation, maintenance & performance of customer plans (JBP’s). * Establish, develop and maintain excellent customer relationships to gain competitive advantage. * Responsible for negotiating PINC’s & maintaining product listings for specific customers. * Facilitate excellent sales and brand execution, whilst ensuring we maximise our scale and reach Grow distribution points through targeted expansion of the customer portfolio. * Monitor competitor activity including prices, promotions, new product launches. * Manage the internal processes including forecasting, NPD/Product opportunities. * Work in conjunction with Revenue Management and Channel Marketing to develop promotional plans suitable to each customer while seeking to maximise profitability for the business. * Ability to analyse complex data and present solutions that deliver results. * Initiative to learn from previous executions and be able to adapt and optimize future plans based on these learnings. * Take part in projects from time to time as advised by your manager. | | | |
| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** | | | |
| |  |  |  | | --- | --- | --- | | **Internal**  Brand Team  Channel Marketing  CRM Team  EDI Team | Customer Service  Off Trade Finance Team  Planning  Demand planning | **External**  Retailers / customers  Supply chain | | | | |
| **KNOWLEDGE / EXPERIENCE / SKILLS** | | | |
| * Account Management experience, particularly in the beer/alcohol industry, is advantageous. * High level of commercial awareness. * Strong communication and interpersonal skills. * Excellent relationship building & teamwork skills. * Proven negotiation and influencing skills. * Planning and organising ability. * Resilience & able to work on their own initiative. * Ability to lead and develop cross-functional teams to achieve results. * High level of IT proficiency - Word, PowerPoint etc. * Full Clean driving licence. | | | |
| **PROFESSIONAL QUALIFICATIONS & EDUCATION** | | | |
| * Degree in a business related area. (Relevant experience may qualify). | | | |
| **TECHNICAL / BEHAVIOURAL / PERSONAL COMPETENCIES** | | | |
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| **BUSINESS SPECIFIC REQUIREMENTS (Optional Section)** | | | |
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| **OPERATING ENVIRONMENT & CONTEXT:**  **TRAVEL & OTHER REQUIREMENTS**   * Hybrid role, based in keeper road Dublin | | | |
| **ROLE DIMENSIONS** | | | |
| No of Direct Reports | 0 | Financial Impact (Direct) |  |
| Total Team Size |  | Financial Impact (Indirect) |  |
| No of Locations |  | Other/ People Manager (No) |  |

Back Office Use only:

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| **Job Code** |  | **Reward Level** |  | **TW Grade** |  |
| **Salary Survey Ref** |  | **Career Level** |  | **Date Created** |  |
| **Salary Min** |  | **Salary Mid** |  | **Salary Max** |  |