**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.
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| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** |
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| **Internal** Brand TeamChannel MarketingCRM TeamEDI Team | Customer Service Off Trade Finance Team Planning Demand planning   | **External** Retailers / customers  Supply chain   |

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| **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.
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|  **PROFESSIONAL QUALIFICATIONS & EDUCATION** |
| * Degree in a business related area. (Relevant experience may qualify).
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| **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
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| **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** |  |