**ROLE PROFILE**

|  |  |  |  |
| --- | --- | --- | --- |
| **Role Title** | **National Account Manager** | **Location** | **London (Home-based)** |
| **Business Unit** | **Bibendum Off Trade** | **Job Family** | **Sales & Distribution** |
| **Reports to Role Title** | **Account Director** | **Sub Family** | **Account Management** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Purpose** | | | |
| You will manage a key portfolio for the Bibendum off trade, driving new business within your customer base but also showing excellence in account management of existing business. Your focus will be on driving maximum exposure for our suppliers products and enhancing profit for Bibendum, whilst aligning to your customers’ strategy. | | | |
|  | | | |
| **CORE ACCOUNTABILITIES** | | | |
| Aligning overall account objectives to the Bibendum Off Trade wider objectives.  Developing a business plan and implementing this in your account base.  Interpreting market and customer insights to align to your customer’s objectives and create mutual opportunities for us and our customers.  Regular reviews of ranges utilising category insight and market trend data to provide market leading category understanding as standard  Promotional proposals and review in line with the annual plan.  Regular store visits and audits to ensure you have an in depth knowledge of your customer’s range, promo mechanics, POS etc.  Reviewing sales reports and negotiating corrective action with your accounts to ensure that you track in line with budget.  Reviewing weekly logistics reports to monitor stocks/sales of all lines and ensure best in class service levels.  Achieve the budgeted volume and margins in each respective account  Deliver on supplier and branded objectives within your accounts  Preparing and following up on quotes/samples  Build and develop customer relationships at buyer level in the account  Visiting suppliers with customers where required to include in depth preparation and follow-up  Management of pricing for loading internally and robust accrual management  Internal networking to ensure you maximise the support available to you | | | |
| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** | | | |
| **Internal:**  Insights – utilising our market insights to ensure selling stories are strong.  Buying – engagement with all buyers, technical and supplier management team  Marketing – consumer and market insights plus brand and customer marketing team  Finance – commercial finance close relationship and regular dialogue with credit control team.  Operations – weekly joint review meetings and regular contact to ensure a high level of customer service is achieved.  **External:**  Customer buyers - main contact for buying function in your customer  Winemakers – dialogue with customer winemaker in order to sign off blends  Network of other contacts as necessary within your customer to ensure high levels of service  Suppliers – interaction with supply base to develop customer propositions and execute plans in market. | | | |
| **KNOWLEDGE/ EXPERIENCE/ SKILLS** | | | |
| **ESSENTIAL:**  Demonstrable, developed analytical skills  Negotiation and selling skills  Demonstrable efficiency in ways of working  Cross team networking and demonstrable ability to escalate where necessary  Knowledge of the global wine market and the supply base  Advanced Excel Skills  Strong knowledge of wine and the wine category  Knowledge of UK off trade customers and their market context | | | |
| **PROFESSIONAL QUALIFICATIONS & EDUCATION** | | | |
| **ESSENTIAL:**  Wine & Spirit Education Trust (WSET) Advanced level  Driving license  **PREFERRED:**  Honours degree  WSET Diploma | | | |
| **TECHNICAL/ BEHAVIOURAL/ PERSONAL COMPETENCIES** | | | |
| Strong interpersonal influencing competency  Receptive to new ideas and ability to act on initiative  Strong character in order to deal with complex situations with retail buyers  Very able to manage confrontation well (face to face or on the phone)  Pro-active  Good at problem solving  Diligent and meticulous  Attention to detail  Self-motivation  Outstanding interpersonal skills, confident, professional and conscientious  Ambitions to grow and develop within a rapidly expanding business | | | |
|  | | | |
|  | | | |
| **BUSINESS SPECIFIC REQUIREMENTS (Optional Section)** | | | |
| **OPERATING ENVIRONMENT & CONTEXT:**  **TRAVEL & OTHER REQUIREMENTS**  National or international travel is required as an element of the role | | | |
| **ROLE DIMENSIONS** | | | |
| No of Direct Reports | 0 | Financial Impact (Direct) | £ |
| Total Team Size | 13 | Financial Impact (Indirect) | £82M (team) |
| No of Locations | 1 | Other/ People Manager (yes/ no) | No |