



Role Title	National Account Manager - PubCos	Location	UK – Field based
Business Unit	Bibendum	Job Family	National Accounts
Reports to Role Title	Channel Director	Sub Family	Sales
No. Direct Reports		Channel	PubCos

Bibendum has stood at the forefront of the wine industry for over 40 years, and we continue to lead the way today. We're the UK's leading premium wine specialist, inspiring our customers to discover the world's most exciting, authentic, and mindful winemakers. As an On-Trade specialist, we work with a huge range of customers, from Michelin-starred restaurants to cocktail bars and pub groups. We shake up the sustainable status-quo, partnering with mindful producers, while pursuing a positive impact on the planet and our communities. We work with over 280 of the world's most talented winemakers, and in addition to our core range, we also offer an ever-evolving selection of fine wines from across the globe.

- 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 Bibendum 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 Bibendum, Key Customers and prospects to raise the profile of Bibendum 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 owner

CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE

- MD Nationals/Channel Director and Nationals team
- Bibendum sales teams
- Logistics



- Customer Marketing
- Wine Controller
- NAEs
- Head Office Functions
- Depot Functions
- Key Customers and potential customers
- Key Suppliers the experience matters
- Industry bodies

KNOWLEDGE/ EXPERIENCE/ SKILLS

- 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

PROFESSIONAL QUALIFICATIONS & EDUCATION

- Educated to Degree Level or equivalent
- WSET Level 2 Certificate minimum standard
- Full Driving Licence 6 points max