**ROLE PROFILE**

|  |  |  |  |
| --- | --- | --- | --- |
| **Role Title** | **Key Account Director** | **Location** | **Field Based – Midlands & East Anglia** |
| **Business Unit** | **Matthew Clark - Sales** |  |  |
| **Reports to Role Title** | **Sales Director** |  |  |

|  |  |
| --- | --- |
| **PURPOSE** | |
| We’re a team of drinks industry obsessives, driven by supporting the trade – day in and night out. Passion paired with unparalleled industry insight mean we’re always moving forward, collaborating with our customers to understand the needs of their business and to ensure we’re supporting their future growth. We are one of the UK’s largest drinks wholesalers, supplying drinks to several thousand venues in every part of the UK and every segment of the trade, from luxury hotels and world-class event spaces to local restaurants and community pubs. With over 200 years of on-trade experience behind us, and unique insight into the future of our industry, our experience matters.  The Group has been consistently highly rated and we are looking for a motivated and commercially aware individual to ensure that we deliver a best in class service to grow our customers, grow our share of the customers, and to grow our brands.  The role will work towards achievement of annual margin and revenue targets through the day-to-day management of a specified team of Key Account Managers. The Key Account Director will manage the profitability of a specified region /customer base.   * To lead/develop/coach the team of Key Account Managers and deliver the budgeted profit expectations. * To deliver an effective customer led growth strategy, which will achieve profit by both growing existing business and opening of new accounts which meet the company’s core KPI’s along with individual/team targets. * To act as a direct line manager and mentor to the Key Account Managers to ensure a joined-up approach to the growth plan. * To manage and supplement the standards of the team including all administration and reporting requirements. * To develop and sustain a highly motivated and coordinated Key Account Team where standards of performance, clarity of objectives and measurement criteria underpin both commercial and customer service requirements. | |
| **CORE ACCOUNTABILITIES** | |
| * You will be tasked with developing/leading & coaching a team of Key Account Managers enhancing relationships with each customer with a focus on retention and delivering profitable growth * Be responsible for day-to-day management of the teams core KPIs, including Profitability/Journey Plans/Account Plans by individual KAM * Ensure all forecasting and planning tasks are completed within agreed timelines * Monthly reviews, internally with Regional Sales Director and Team to cover the following where relevant - account profitability, product mix, opportunities, risks, fixed contribution after variable cost and other attributable ‘costs to serve’ * Analyse consumer and customer data and include this data to help develop a sound commercial strategy * Identify, recommend and drive the implementation of business initiatives to increase sales opportunities and optimise profitability * Bring together and maximise opportunity with brand owners to drive marketing, training support and profitability across accounts * Develop new business opportunities * Confidence to think creatively, have an open mind and not be afraid to challenge the status quo | |
| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** | |
| • SDs • RSDs, KAMs, ASMs, Bibendum Sales Team • Depot Managers • Channel Marketing • Sales Support Administrator • Head Office Functions • Depot Functions • Regional Sales Team’s • Key Customers • Key Suppliers • Related Drinks and Hospitality Organisations | |
| **KNOWLEDGE / EXPERIENCE / SKILLS** | |
| * Experience of leading/managing a successful sales team * Demonstrable experience of multiple operators / major account handling * Knowledge of all drinks categories is required with strong wine knowledge an advantage but not essential * Numerically bright with sound analytical capability combined with attention to detail & planning * Good IT skills * Good presentation skills * Negotiating and influencing capability * Demonstrable experience of Account Profitability * Experience of influencing at a senior decision maker level * Category management | |
| **PROFESSIONAL QUALIFICATIONS & EDUCATION** | |
| * Desirable to have WSET qualification * Strong track record of new business generation, negotiation and networking at board level * In depth knowledge of the UK on trade * Full Driving Licence (6 points max) | |
| **TECHNICAL / BEHAVIOURAL / PERSONAL COMPETENCIES** | |
| * Excellent Communication and Presentation Skills * Good Knowledge of: Excel, Word, Power Point * Account Business Planning Skills * Experience of account negotiation at a senior level * Thorough knowledge of all MC drinks categories * Thorough knowledge of all MC wines sales and marketing objectives * Detailed understanding of Account Profitability * Excellent Commercial, Numeric, Business and interpersonal skills * Excellent Organisational, Planning and Leadership skills | |
| **TRAVEL & OTHER REQUIREMENTS** | |
| **ROLE DIMENSIONS** | |
| No of Direct Reports | 5 x Key Account Managers | |
| Total Team Size |  | |
| No of Locations |  | |