

ROLE PROFILE

Job Title	National Account Manager
Business Unit	Australia
Function/Region	Commercial
Location	Sydney
Leader	Senior National Business Manager – Off Trade
People Leadership	N/A
Job Level	4B
Role Purpose	
<p>To profitably maximise the distribution, promotional activity and sales of the WG&S portfolio through the allocated business partners & their On Line business. This will include the development of an annual JBP (Joint Business Plan) with each group.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Build effective robust and collaborative relationships with channel partners • Protect and grow the position of all WG&S brands within the Australian market via the use of our channel partners • Maximise promotional programs and measure compliance using both internal and external field teams feeding into the M&E process • Collaborate with the channel partners to agree realistic forecasts, ensuring adequate stock cover is in place at all times. • Deliver the channel budget • Ensure the company pricing vision is adopted across channel partners • Establish a personal profile within the customer base building a network of contacts which supports the achievement of the broader WG&S business strategy. • Plan and conduct meeting and review cycle and facilitate top-to-top meetings managing the trading relationship within budgeted spend • Management of sales, profit and value reporting • Management of customer discounts and promotional planning • Lead the forecasting and budget process • Focus on optimising WGS branded products availability and visibility within customer stores. • Monitor and effectively report competitor activities • Continue to drive and embed Route to Consumer fundamentals (Right Place/Right Job/Right Skill/Efficiently/Sustainably) • Deliver Budget through maximising Third party field teams to drive commercial success • Manage customer base effectively through RTC, Joint Business plans & regular meetings with Key customer Personnel • Maximise Net Revenue Management through price, mix, customer discounts and customer programs • Contribute to operating rhythm by continuing to Commercial Forum, S&OP, Lockdown and QSB 	

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Core Competencies:

Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative and acts with confidence
- Initiates and generates activity

Leading & Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

Persuading & Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade others

Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals.

Applying Expertise & Technology

- Applies specialist and detailed technical expertise
- Develops job knowledge and expertise through continual professional development
- Shares expertise and knowledge with others
- Uses technology to achieve work objectives
- Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity
- Demonstrates an understanding of different organisational departments and functions

Coping with Pressures & Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations
- Balances the demands of a work life and a personal life.
- Maintains a positive outlook at work.
- Handles criticism well and learns from it.

Skills and Qualifications:Essential:

- Experience and extensive understanding of all channels of the AU liquor industry: Route to Market, Field Sales and National Customers
- An experienced sale professional, with a high level of commercial experience understanding all P&L responsibilities.
- Commercially focused, with analytical & strong problem solving skills; with the ability to identify and optimise commercial opportunities.
- Effective budget management skills, with high executional standards and attention to detail
- Ability to be adaptable and manage a demanding workload with a wide portfolio of accounts, prioritising effectively.
- Creative with an entrepreneurial spirit; to be someone who can effect positive change.

Desirable:

Created by:	Kristy Ryan
Date:	January 2021
HR Manager:	Karen Coyle
Date of last revision:	