

ROLE PROFILE TEMPLATE

Job Title	National Account Manager
Business Unit	WG&S UK
Function/Region	Sales
Location	Field Based / Hook
Leader	Business Account Manager
People Leadership	N/A
Job Level	4B
Role Purpose	
<p>Deliver customer budget performance, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value.</p> <p>Create and execute account specific development and activation plan, identifying strategic opportunities to deliver revenue growth, in alignment with Channel and Brand Strategies.</p> <p>Establish and build best in class cross-functional customer relationships, leveraging these to optimise distribution, brand activation, visibility, NSV and profit for company within agreed budgets and business guidelines.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Develop, implement, monitor and adjust individual account / sub category plans in order to achieve account strategy and profitability targets through sound financial planning, brand strategy implementation, resource management and effective use of systems and processes • Establish positive relationships and joint working practices with the designated customers through effective cross functional networking • Effectively manage customer relations in order to achieve agreed volume, value and account contribution target and develop a mutual joint business plan with the designated customers to deliver continued, sustainable, profitable business growth • Utilise available customer and market data, to provide performance insight and course correct where necessary • Monitor and review the effectiveness of account plans, making adjustments needed for any new market / trade factors after the agreement with the customer and internal stakeholders • Improvement of brand performance at point of purchase through clear and focused approach, customer excellence and brand activation • Deliver account specific promotional activity, leading and driving critical negotiations with Key Customers • Optimise ongoing growth and profitability for the Channel by seeking out and identifying new challenges and opportunities to drive against strategic aims • Where applicable, deliver a Multi-channel retailing plan in order to “win where the growth is” 	
Created by:	Graham Jeffreson

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HRBP:	Melissa Thomas
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Role specific competencies and skillset *(FOR INTERNAL USE ONLY):	
<p>Deciding and Initiating Action</p> <ul style="list-style-type: none"> • Makes prompt, clear decisions which may involve tough choices or considered risks • Takes responsibility for actions, projects and people • Takes initiative, acts with confidence and works • Initiates and generates activity 	<p>Planning and Organising</p> <ul style="list-style-type: none"> • Sets clearly defined objectives • Plans activities and projects well in advance and takes account of possible changing circumstances • Identifies and organises resources needed to accomplish tasks • Manages time effectively <p>Monitors performance against deadlines and milestones</p>
<p>Persuading and Influencing</p> <ul style="list-style-type: none"> • 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 • 	<p>Delivering Results and Meeting Customer Expectations</p> <ul style="list-style-type: none"> • 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
<p>Presenting and Communicating Information</p> <ul style="list-style-type: none"> • Speaks clearly and fluently • Expresses opinions, information and key points of an argument clearly • Makes presentations and undertakes public speaking with skill and confidence • Responds quickly to the needs of an audience and to their reactions and feedback • Projects credibility 	<p>Entrepreneurial and Commercial Thinking</p> <ul style="list-style-type: none"> • Keeps up to date with competitor information and market trends • Identifies business opportunities for the organisation Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value

Company 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

Skills, Qualifications and Experience

- Commercial awareness – makes sound decisions based on profitability, proven track record in a profit responsible environment
- Understanding and working knowledge of brand building with the ability to balance commercial delivery
- Good interpersonal skills / relationship building
- Good communication skills (oral and written)
- Analytical capability – decision making based on turning data evaluation to actionable insight
- Ability to be adaptable and prioritising effectively
- Problem solving skills and able to identify sales / product opportunities.
- Track record of key stakeholder engagement and influence
- High level of IT skills
- A resilient and pragmatic with capability to manage wide portfolio of accounts / contacts to deliver budget commitments
- Strong, confident communicator with good influencing and interpersonal skills
- Demonstrates professionalism, credibility, trust and respect both internally and externally
- Strong relationship management skills with the ability to network across functions and influence internally and externally
- Ability to travel within the UK to deliver the strategy via the team within the customer base