## Role Profile

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| **Job Title** | **National Account Manager** | |
| **Business Unit** | Australia | |
| **Function/Region** | Commercial / Sales | |
| **Location** | Australia | |
| **Leader** | Senior National Business Manager | |
| **People Leadership** | None | |
| **Job Level** | 4B | |
| **Role Purpose**  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 Joint Business Plan with each group. | | |
| **Accountabilities**   * 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 Measurement & Evaluation 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 WG&SA 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 Route to Consumer, 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, Sales & Operations Planning, Lockdown and Trimester Sales Briefing. | | |
| **Values**  C:\Users\proval\Downloads\267177_7.png | | |
| **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 Profit & Loss 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. | | |
| **Created by:** | | Kristy Ryan |
| **Date:** | | January 2021 |
| **HRBP:** | |  |
| **Date of last revision:** | |  |