## 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.
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| **Values**C:\Users\proval\Downloads\267177_7.png |
| **Core Competencies:**

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| **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
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| **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.
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| **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.
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| **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.
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| **Created by:** | Kristy Ryan |
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| **HRBP:** |  |
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