## Role Profile

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| **Job Title** | **National Account Executive** |
| **Business Unit** | ODC |
| **Function/Region** | Commercial/Australia |
| **Location** | Sydney |
| **Leader** | National Business Manager |
| **People Leadership** | n/a |
| **Role Purpose**  Deliver budgeted customer targets, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value. | |
| **Accountabilities**   * Create and execute account specific development and activation plans, identifying strategic opportunities to deliver revenue growth, in alignment with Channel and Brand Strategies. * Establish and build best in class cross-functional customer relationships, leveraging these to optimise distribution, brand activation, visibility, NSV and Account Contribution for Company within agreed budgets and business guidelines. * Develop, implement, monitor and adjust individual account / subcategory 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 * Utilise available customer and market data, to provide performance insight and course correct where necessary * Monitor and review the effectiveness of account plans, adjusting for any new market / trade factors after the agreement with the customer and internal stakeholders * 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 | |

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| **Role specific competencies and skillset:**   |  |  | | --- | --- | | **Deciding and Initiating Action**   * Makes prompt, clear decisions which may involve tough choices or considered risks * Takes responsibility for actions, projects and can bring people on a journey * Takes initiative, acts with confidence, and works independently but not in isolation * Through problem solving Initiates and generates activity to drive mutual business benefits for WG&S and customers | **Planning and Organising**   * 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 * Monitors performance against deadlines and milestones | | **Persuading and Influencing**   * Makes a strong likeable 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 and 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 | | **Presenting and Communicating Information**   * 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 | **Entrepreneurial and Commercial Thinking**   * 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 * Analysis of data to initiate insights and deliver profitable activations via the right consumer channels | |
| **Company values**  C:\Users\proval\Downloads\267177_7.png |
| **Skills, Qualifications and Experience:**   * Analytical capability – decision making based on turning data evaluation to actionable insight * Ability to be adaptable and prioritise effectively * Problem solving skills and ability to identify sales / product opportunities * Track record of effective stakeholder engagement and influence * Resilient and pragmatic with the ability to manage a wide portfolio of accounts / contacts and deliver budget commitments * Strong relationship management skills with the ability to network across functions and influence internally and externally |