## 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:**

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| **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
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| **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
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| **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
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| **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
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