



WILLIAM GRANT & SONS

BUSINESS ACCOUNT MANAGER- OFF TRADE GROCERY

Job Title	Business Account Manager – Off Trade Grocery
Business Unit / Group Function	WG&S UK
BU Team / Sub-Function	Commercial
Location	Field
Team Leader	Head of Off Trade and ECommerce
Team Members	
Job Level	4A
Role Purpose Build effective customer trading relationships and leverage these to optimise distribution, brand activation, visibility, NSV and profit for company within agreed budgets and business guidelines. Deliver customer budget performance, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value. Contribute to the development and execution of the channel agenda in alignment with Brand Strategies.	
Accountabilities <ul style="list-style-type: none">• Develop, implement, monitor and adjust individual account plans in order to achieve channel strategy and profitability targets through sound financial planning, brand strategy implementation, resource management and effective use of systems and processes• Effectively manage all aspects of 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 profitable business growth• Engage and motivate a cross functional internal team to ensure strong alignment on customer plans from a commercial, supply, category and customer marketing perspective• 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 a clear and focused brand activation plan• Establish positive relationships and joint working practices with the designated customers through effective cross functional networking• Lead and drive critical negotiations with Key Customers and develop senior trade relationships.• Work with leader and NRM Manager to deliver optimal customer specific promotional activity plan executed with a high standard of customer centricity• To optimise ongoing growth and profitability for the Channel by seeking out and identifying new challenges and opportunities to drive and deliver against strategic aims	
Created by:	Laura Robinson
Creation Date:	November 2022



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HRBP:	Melissa Thomas
Date of last revision:	November 2022