



WILLIAM GRANT & SONS

NATIONAL ACCOUNT MANAGER

Job Title	National Account Manager
Business Unit / Group Function	WG&S UK
BU Team / Sub-Function	Commercial
Location	Field Based or Hook
Team Leader	Business Account Manager
Team Members	n/a
Job Level	4B
Role Purpose Deliver customer budget performance, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value. Create and execute account specific development and activation plan, 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 profit for company within agreed budgets and business guidelines.	
Accountabilities <ul style="list-style-type: none">• Develop, implement, monitor and adjust individual account / sub category 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• Effectively manage 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, sustainable, profitable business growth• Utilise available customer and market data, to provide performance insight and course correct where necessary• 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 clear and focused approach, customer excellence and brand activation• 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• Where applicable, deliver a Multi-channel retailing plan in order to “win where the growth is”	
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