



WILLIAM GRANT & SONS

NATIONAL ACCOUNT MANAGER – ROUTE TO MARKET

Job Title	National Account Manager – Route To Market
Business Unit / Group Function	WG&S UK
BU Team / Sub-Function	Commercial
Location	Field Based
Team Leader	Business Account Manager
Team Members	n/a
Job Level	4B
Role Purpose	
<p>Deliver budgeted customer targets, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value.</p> <p>Create and execute account specific development and activation plans, identifying strategic opportunities to deliver revenue growth, in alignment with Channel and Brand Strategies.</p> <p>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.</p>	
Accountabilities	
<ul style="list-style-type: none">• 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• Effectively manage customer relations to achieve agreed volume, value and account contribution targets 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, adjusting 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 utilising route to consumer and RTM segmentation models.• 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• Deliver a multi-channel customer plan in order, “to win where the growth is”	
Created by:	Mike Firth
Creation Date:	August 2023
HRBP:	Melissa Thomas
Date of last revision:	August 2023