



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	National Account Manager – On Trade
Business Unit / Group Function	ODC UK
BU Team / Sub-Function	Commercial
Location	Field Based
Team Leader	National Sales Manager
Team Members	N/A
Job Level	4B
Role Purpose To execute the UK On Trade vision and strategy. Support NSM in delivering budget performance within agreed guidelines, ensuring sustainable growth and profitability for the company whilst balancing brand equity and value. Building strong trading relationships that optimise our brand distribution, visibility and activation.	
Accountabilities <ul style="list-style-type: none">• Support NSM with development and implementation of the Channel Plan.• Review customer performance and build initiatives to achieve account and channel strategy across mid-size Nationals, Regionals & HORECA.• Develop, implement, monitor, and adjust Account investment and promotional plans in-line with agreements.• Employ effective resource management and post-promotional evaluation to demonstrate delivery against key drivers to deliver customer budget targets.• Ensure WG&S is the partner of choice through frequent contact with all key stakeholders and regular meetings with customer teams, presenting and agreeing key brand distribution and marketing initiatives.• Support NSM with the development of virtual teams to deliver on business objectives and activations.• Lead workstreams as defined within the Customer Account Plan, improving brand performance at point of purchase through world class brand activation, customer excellence and category management.• Own and evolve monthly reporting to identify and exploit strategic opportunities in your customer base.• Drive for ROI on all customer investment through clear objectives and measurement and evaluation.• Deliver rigorous operational standards and controls on forecasting and company spend to support delivery within budgeted targets (e.g. Indirect Forecast Accuracy/Bias, Pricing, CD's, T&E, Overheads, P-spend)• Own monthly cycle, providing RTM with indirect volumes to ensure business P&L accuracy for WG&S.• Proactive member of the channel team, aligning with company values on engagement, performance and development (incl. commitment to commercial competency development)	