

## NATIONAL ACCOUNT MANAGER

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| <b>Job Title</b>   | <b>National Account Manager</b> |
| <b>Business Unit</b>   | ODC -WG&S UK LTD                |
| <b>Function/Region</b>   | Commercial                      |
| <b>Location</b>  | Field Based                     |
| <b>Leader</b>  | Business Account Manager        |
| <b>People Leadership</b>   | No                              |
| <b>Job Level</b>   | 4B                              |
| <p><b>Role Purpose</b></p> <p>To execute the UK On Trade sales vision and strategy in alignment with the William Grant &amp; Sons Premiumisation Strategy and Third Party Brand Strategies.</p> <p>Deliver budget performance, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value.</p> <p>Activate Brands within a portfolio of accounts to optimise distribution, sales, visibility, NSV and contribution for William Grants and Agency partner Brands within agreed budgets and strategic guidelines.</p>   |                                 |
| <p><b>Accountabilities</b></p> <ul style="list-style-type: none"> <li>• Responsible for a diverse account base including Indirect and Direct National Accounts, and RTM accounts.</li> <li>• Produce customer account plans (CAP) that integrate with Brand Plans and Channel strategy achieving brand activation, distribution, volume and profit target/budgets.</li> <li>• Maximise distribution, activation and visibility of company products in line with objectives by Route to Consumer Segmentation.</li> <li>• Work with your leader to ensure that the Brand Plans are integrated with the Account Plans. Ensure the appropriate brands and investment is targeted to the right consumers in the right outlets via the Route To Consumer segmentation model.</li> <li>• Ensure the accuracy of indirect and direct forecasting and management of the P&amp;L, to deliver continued business growth.</li> <li>• Through the yearly plan and matrix, maintain the agreed level and frequency of contact with all key contacts within the customer's organisation.</li> <li>• Optimise ongoing growth and profitability for the Channel by seeking out and identifying new challenges and opportunities to drive against strategic aims</li> </ul> |                                 |
| Created by:  | Andrew Spurgeon                 |
| Date:  | June 2021                       |
| HRBP:  | Melissa Thomas                  |
| Date of last revision:   | June 2021                       |

