

Position Profile – National Account Manager

Title	National Account Manager – Field Based
Purpose	You will manage specific national accounts in line with company standards, policy, performance and strategy. You will also obtain, maintain and develop profitable business with a specific account portfolio within defined market categories.
Reports to	Business Controller
Direct Reports	None
Key Areas of Responsibility	<ul style="list-style-type: none"> You will manage, lead and develop business through specific multiple and regional accounts as well as providing input to the develop brand and category plans. You will ensure plans reflect account opportunities and account strategy reflects company objectives, maximising product brand shares. You will provide accurate and timely sales volume and value forecasts. You will maintain updated information and reports with account trading policies and business objectives and ensure that the most favourable trading terms on price, service & profitability are negotiated. You will ensure promotional activity and new product listings maximise potential business in all accounts and to communicate all relevant information to the Business Controller. You will control product promotional budgets and identify improvement opportunities, maintaining control of overheads and expenses within defined limits to ensure the most economic coverage of accounts. You will monitor and control account development and deliver budgeted sales and KPI's. You will monitor competitor activity and report on any such activity, as well as making recommendations and implementing alternative business strategy in light of changing market conditions. You will establish working relationships with marketing, client management, sales planning & finance (for logistics) and liaise with the Logistics Manager over clients' stock to ensure sufficient stock is available to meet existing and future requirements You will carry out any other reasonable task or tasks in connection with the job function, as requested by your manager, including a willingness to work flexibly beyond standard operating hours when required. You will attend client review meetings as necessary.
Professional Competencies	<p>Career Experience</p> <ul style="list-style-type: none"> Minimum of 1 years account management experience Recent exposure to the principles of category management, preferably within the health and beauty industry. Demonstrable experience of working with customers to build multi-level relationships. Demonstrable experience of creating and delivering successful account plans. <p>Qualifications</p> <ul style="list-style-type: none"> Good general standard of education including Maths and English. <p>Required Skills</p> <ul style="list-style-type: none"> The ability to negotiate in order to interface effectively with key external clients and stakeholders. The ability to use Excel to an intermediate level in order to identify and analyse trends and create commercial recommendations. Strong analytical skills in order to interpret sales data and forecast accordingly. The ability to use PowerPoint to an intermediate level in order to create impactful presentation for the trade and client review meetings.

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| | <ul style="list-style-type: none">• A strong understanding of the key financial measures that drive effective performance, including ROI calculations, promotional evaluation, return on capital employed and sales modelling.• Strong understanding of the core principles of category management and the ability to utilise these in trade recommendations and proposals.• A broad understanding of external economic and political factors that influence the industry and the ability to eloquently outline these both at trade and client meetings. |
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