

## Position Profile – National Account Manager

<b>Title</b>	National Account Manager
<b>Purpose</b>	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.
<b>Reports to</b>	Commercial Controller
<b>Direct Reports</b>	None
<b>Key Areas of Responsibility</b>	<ul style="list-style-type: none"> <li>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.</li> <li>You will ensure plans reflect account opportunities and account strategy reflects company objectives, maximising product brand shares.</li> <li>You will provide accurate and timely sales volume and value forecasts.</li> <li>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 &amp; profitability are negotiated.</li> <li>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.</li> <li>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.</li> <li>You will monitor and control account development and deliver budgeted sales and KPI's.</li> <li>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.</li> <li>You will establish working relationships with marketing, client management, sales planning &amp; finance (for logistics) and liaise with the Logistics Manager over clients' stock to ensure sufficient stock is available to meet existing and future requirements</li> <li>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.</li> <li>You will attend client review meetings as necessary.</li> </ul>
<b>Professional Competencies</b>	<p><b>Career Experience</b></p> <ul style="list-style-type: none"> <li>Minimum of 1 years account management experience</li> <li>Demonstrable experience of working with customers to build multi-level relationships.</li> <li>Demonstrable experience of creating and delivering successful account plans.</li> </ul> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>Good general standard of education including Maths and English.</li> </ul> <p><b>Required Skills</b></p> <ul style="list-style-type: none"> <li>The ability to negotiate in order to interface effectively with key external clients and stakeholders.</li> <li>The ability to use Excel to an intermediate level in order to identify and analyse trends and create commercial recommendations.</li> <li>Strong analytical skills in order to interpret sales data and forecast accordingly.</li> <li>The ability to use PowerPoint to an intermediate level in order to create impactful presentation for the trade and client review meetings.</li> <li>A strong understanding of the key financial measures that drive effective performance, including ROI calculations, promotional evaluation, return on capital employed and sales modelling.</li> </ul>

	<ul style="list-style-type: none"> <li>• Strong understanding of the core principles of category management and the ability to utilise these in trade recommendations and proposals.</li> <li>• 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.</li> </ul>	
<b>Ceuta Group Core 6 Behavioural Competencies</b>	<b>Effective Communication – 4</b> Creates a safe environment for open communication enabling colleagues to communicate more effectively  Is able to accept feedback and deliver proactive management solutions  Recognises when others are having difficulty understanding information and adapts their style appropriately  Acknowledges all mind-sets and successfully motivates others to act in the best interests of the company  Effectively communicates the business objectives with others whilst building a positive company culture  Always scans work for ambiguity or misinterpretation before sending	<b>Client Focussed – 4</b> Demonstrates an in-depth understanding of customer needs to ensure that business decisions reflect the clients/customers perspective  Encourages detailed insight from front line colleagues regarding client/customer needs and expectations to remain solution focused  Advocates on behalf of the organisation to build trust and add value with the client/customer  Ensures client/customer expectations are consistently prioritised and managed especially during critical periods  Provides the client/customer with constructive feedback regarding issues/problems encountered  Creates an environment where team/s are empowered to put clients /customers first
	<b>People Driven – 2</b> Works to create a culture of openness and trust with colleagues to deliver team goals  Strives to consistently support colleagues, over and above own role, to ensure a collaborative and supportive working environment  Is willing to learn from mistakes and is able to build on others suggestions avoiding defensive behaviours  Establishes good working relationships internally and externally through positive engagement and listening  Fosters two-way trust when dealing with contacts to develop and maintain strong relationships  Demonstrates initiative in professional self-development outside area of responsibilities	<b>Drives Performance &amp; Efficiency – 4</b> Is demanding of self and others in pursuit of outstanding client/customer results  Monitors self/team progress toward goals and adjusts priorities as needed to maximise productivity, efficiency & effectiveness  Holds self and team accountable for outcomes against performance defined metrics  Approaches problems methodically and develops solutions with sustainable & measurable results  Weighs up priority and benefits of different actions and activities to achieve cost effective outcomes  Questions and challenges the value being delivered through commercial arrangements with external business partners  Devises and sets metrics to deliver against the agreed business objectives to achieve maximum results

	Actively seeks feedback from a wide range of people to enhance team effectiveness	Gathers and uses evidence to assess the costs, benefits and risks of a wide range of options when making commercial decisions
	<p><b>Supports &amp; Embraces Change – 3</b> Inspires others by championing changes to achieve common goals</p> <p>Drives efficiency and effectiveness by identifying and exploring areas for improvement</p> <p>Leverages appropriate behaviours within team in support of change efforts to drive improved performance</p> <p>Communicates change plans to employees in a clear and timely manner</p> <p>Collaborates and makes compromises for the greater good without sacrificing personal principles or business ethics</p> <p>Uses the business tools available to measure effectiveness of change</p>	<p><b>Grows the Business – 5</b> Demonstrates sound, decisive judgment based on key business drivers &amp; data to increase profit</p> <p>Uses strategic insight from economic, political and social environments, competition and cutting edge practices that are winning in the marketplace</p> <p>Follows an analytical and structured consultation process when coming to key decisions</p> <p>Uses critical thinking to provide new opinions, information and considerations in a coherent and logical style</p> <p>Consistently demonstrates ability to prioritise and allocate resources in the most cost efficient and profitable manner</p> <p>Makes difficult decisions by pragmatically weighing the complexities involved against the need to act</p> <p>Has the confidence to make ambitious and difficult decisions that may be unpopular but is still able to justify and communicate the rationale behind them</p>