

Clearly Drinks	Position Description	Nº ISO	
		Edition	01
	Senior National Account Manager	Date	Oct 24
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## Overview

Position title: Senior National Account Manager  
 Department: Commercial  
 Position title Manager: Sales Director  
 Position title direct reports: 1  
 Location: Sunderland

Are you a dynamic individual with a proven track record of driving sales within an FMCG environment? Have you worked with a top 6 retailer or a national convenience chain at a head office buying level, with P&L responsibility?

Do you have experience of successfully managing and growing accounts in the FMCG environment?

This is a fantastic opportunity to join an established business going through an exciting period of strategic growth, whose customers are amongst the biggest in the FMCG sector.

## Description Summary

Strategically manage your customer base to ensure increased volume and value targets are achieved whilst enhancing profitable growth. Working with key stakeholders to develop joint business plans and exploit new opportunities to achieve forecast and Budget with a customer led insights approach.

## Responsibilities

- Responsibility for delivering the sales process including managing existing listings, NPD and promotional activity.
- P&L management and JBP execution
- Collaborating with the marketing function on customer plans and proposals/tenders
- Profitable growth of customers
- Interact and influence functions within your Customer base other than buying including Supply Chain and activation
- Identify Category trends and use this with data to formulate a solutions led approach
- Maintain the highest level of sales administration including forecasting, accrual maintenance and P&L reviews
- Build and maintain excellent customer relationships focusing on strategic and collaborative partnerships
- Analysing and interpreting sales data to brilliantly present to both internal and external stakeholders

## Knowledge, Skills & Experience

- Educated to degree level or equivalent
- Minimum 2 years' experience of managing a top 6 retailer or national convenience chain
- Developing and agreeing commercial proposals

	Editor	Reviewed	Approved
Name	Heidi Mason	Angela Laverick	
Function	HR	HR	
Date	October 2024	October 2024	

- Proven track record in growing accounts profitably
- End to end knowledge of the manufacturing process is desirable
- A go getter with a can do attitude
- A good level of numeracy with strong negotiation skills
- Ability to adapt and flex style depending on the situation and/or audience
- Excellent presentation skills
- Proficient use of Microsoft office
- Drive and ambition to deliver strong sales performance across your Accounts
- Effective decision making and problem solving

## **Values**

- Puts the customer at the heart of everything we do – Customer First
- Embraces fresh ideas to drive improvements – Be The Best
- Builds and maintains strong networks across the business – Stronger Together
- Capitalises on their knowledge of the category, customer and consumer, acting in the best interests of the business – Make It Happen
- Is keen to make a difference through increasing awareness of environmental impacts and performance, not only within the business but the customer and the environment as a whole – Socially Responsible

## **General**

- To take responsibility for the health, safety and welfare of yourself. Actively follow the Company's Health and Safety Policy, procedures and safe systems of work
- Actively follow the Company's Environmental Policy and procedures and play your part in the achievement of environmental initiatives
- Be responsible for your quality of work and ensure that any quality checks required are carried out. Seek support as necessary
- To observe and continually promote equal opportunities and diversity
- To undertake all reasonable training activity designed to support you in your role
- To gain an understanding of the company's products
- To note, understand and comply with the Company policies and procedures. These documents will be available on People HR and available to sign independently.
- To undertake any such other reasonable duties within your skillset as may from time to time be required by your manager