



National Account Executive

Brand: Bibendum

Job Family: Sales

Report To: National Account Executive Team Manager

Sub Family: National Accounts

Purpose

- The National Account Executive Team support the National Account Director/Managers across multiple channels to achieve agreed profit, volume, revenue and margin budgets by supporting and implementing a multi-contact strategy with all customers.

Core Accountabilities

- Develop and enhance relationships with each customer
- Ensure that each customer has the most appropriate range of products, and or stocks products according to account plan objectives.
- Deliver site level training across all categories where relevant with a particular focus on wine.
- Effectively launch all relevant NPD/wine/drink list reviews in each customer
- Implement promotional plans which meet both the customers' needs and those of Bibendum
- Undertake specific projects in line with business needs and own personal development needs
- Communicate all relevant information and updates on each customer to the relevant team within Bibendum (Sales Operations, NAMs, Customer Marketing)
- Actively support the team and individuals within the team
- Ensure all forecasting and planning tasks are completed within agreed timelines
- Ensure excellence of execution in all tasks
- Embrace and reflect the vision and values of Bibendum in all aspects of the role and demonstrate full ownership of all set targets

Key Relationships

Internal

- National Account Managers/Channel Director
- Sales Operations
- Customer Marketing
- Training Team
- Customer Care
- Demand Planning

External

- Site level relationship across National Channel (Hotels, Pubs & Restaurants, Catering) defined geographically.
- UK based producers/suppliers

Experience, Skills and Knowledge

Essential

- Strong record of delivery in a previous sales role
- Drinks industry experience and knowledge
- Strong communication and influencing skills
- Good negotiation skills
- Financial understanding and a strong analytical capability
- Full Driving Licence

Preferred

- Data analysis and interpretation – from full detail analysis through to excellence in presentation

- Understanding of consumer and shopper

Qualifications & Education

Essential

- WSET L2
- Good computer literacy.
- Intermediate MS Excel

Preferred

- WSET L3
- Advanced MS Excel

Technical / Behavioural / Personal Competencies

- Ability to take ownership of account base and organise time effectively
- Strong ability to build and leverage relationships with customers, consultants and with internal teams
- Able to work at a fast pace but still maintain quality. To able to prioritise, focus and follow through with pace on deadlines you have agreed
- Tenacity to achieve results at site level for both the customer and Bibendum.
- A good problem solver.

Business Specific Requirements

- Travel will mainly be contained within the account base area with occasional late evenings. Head office contact/meetings in London and occasional overnight requirement. Occasional business travel to Europe.

Our Values

Passion

We tackle challenges and opportunities with passion and enthusiasm. Across the business we have fun whilst we do it.

Agility

We are always flexible to the needs of the business. Our people generate innovative ways of working. In return our leadership embrace new ideas and opportunities.

Team Work

We work as one team to achieve a common goal. We support our customers, our retail Franchisees and each other.

Customer Focus and Excellence

We make a difference by going the extra mile for our customers and each other.