



## Regional Account Manager (North East)

**Brand:** Bibendum

**Job Family:** Sales

**Report To:** Regional Sales Manager

**Sub Family:** Regional Accounts

### Purpose

There is a vacancy for a committed Regional Account Manager to join the Bibendum North Regional Team to continue the growth of high volume and new business accounts in the North East, North Lakes and North Yorkshire.

In addition to helping grow high volume and new business, the successful candidate will also take on responsibilities for day to day account management of some existing regional accounts in the region.

### Core Accountabilities

- Increase sales across both new and existing business; selling a wide range of products into customers; writing and creating wine lists, hosting formal and informal tastings and maximizing sales and marketing opportunities to drive through profit
- Achieve agreed profit, volume, revenue and margin budgets by supporting and implementing a multi-contact strategy with all customers
- Develop and enhance relationships with each customer
- Ensure that each customer has the most appropriate range of products, and or stocks product according to account plan objectives
- 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
- 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

### Experience, Skills and Knowledge

- Able to demonstrate solid and successful experience of selling wine either to trade customers or general public.
- Strong communication, relationship building, presentation and influencing skills
- Good negotiation skills
- Understanding of consumer and shopper
- Data analysis and interpretation – from full detail analysis through to excellence in presentation
- Financial understanding and a strong analytical capability
- Able to work at a fast pace but still maintain quality and be able to prioritise and focus and follow through with pace on deadlines you have agreed
- Able to deliver results
- Strong ability to build and leverage relationships with customers, consultants and with internal teams
- Covering North East, North Yorkshire and North of Lake District so easy access to this area is required

They will also need the following key pre-requisite skills:

- Good wine knowledge
- Logical, organised and self-motivated approach as well as an eye for detail
- Demonstrable understanding of costing calculations and budgets
- Sound computer skills (especially Excel)
- A good general level of education
- Self-sufficient and the ability to work independently yet within company procedures

## Qualifications & Education

- WSET Advanced Level or equivalent
- Full UK driving License.

## Business Specific Requirements

As this is a home based role all applicants will need to be able to work from home. They will also need to hold a current driver's licence, be able to commit to working some unsociable hours and to staying away from home overnight on occasion.

## 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.