



National Account Manager

the purpose of your role



Reporting directly to the Head of Sales, you will be responsible for planning, developing and implementing a customer strategy that supports the deliverance of the Yeo Valley strategic plan supported by a long-term customer supply agreement. You will be responsible for the formulation and delivery of individual Account objectives aligned to the overall Yeo Valley aims.

the finer details

Which site am I based at?

YVHQ

Which team am I a part of?

Sales

Who do I report to?

Head of Sales

Who do I look after?

National Account – Co-op

Team size?

0

Do you have responsibility for a budget?

Full P&L responsibility for
your retailer(s) for
Yogurts, Creams, Desserts
& Frozen (as applicable)

Your responsibilities:

- ♥ As a key member of the Sales team, you will lead by example, setting standards others aspire to whilst delivering your budgeted KPI's. You will be a strong advocate of the Yeo Valley strategic plan, actively contributing to the creation and delivery of applicable strategic priorities across the business.
- ♥ Create a clear Customer Strategic Plan plan to deliver Yeo Valley's budgeted sales, MGP and market share.
- ♥ Positively raise the profile of the Yeo Valley business within your customer through establishing and maintaining a strong set of relationships with key external stakeholders.
- ♥ Support the creation of a consumer-led long term development plan with your retailer(s), capturing key trends, working closely with the development team.
- ♥ Deliver Yeo Valley branded NPD launches, achieving targeted distribution, volume, sales and MGP.
- ♥ Develop and manage an Own Label portfolio that is aligned to retailer strategy and delivers products that delight shoppers and align to an overall customer category strategy
- ♥ Assume full responsibility of the Customer(s) P&L, regularly monitoring performance vs budgeted objectives, identifying risk and taking corrective actions where necessary.
- ♥ Support and lead, wider business projects within the Operating Model Groups as dictated by Yeo Valley strategic priorities.
- ♥ Agree long term supply agreements for Own Label underpinned by commodity trackers.
- ♥ Manage effective communication of any Supply issues to key Customer(s) contacts.
- ♥ Communicate key messages to the wider business in a professional and timely manner including Weekly Sales performance and Periodic Reporting.

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qualifications & experience

Essential:

- ♥ Prior Account Management experience
- ♥ Strong negotiation and influencing skills.
- ♥ Able to work to tight or challenging deadlines.
- ♥ Self-motivated and adaptable; able to juggle multiple priorities.
- ♥ Numeracy, literacy and presentation skills including use of Microsoft standard suite.
- ♥ Proven collaborator and communicator. Can build relationships at all levels, both internally & externally with your retailer(s)
- ♥ Good understanding of supply chain risks and risk management techniques.

what good looks like for this role

Leading and Deciding

- Makes prompt, clear decisions which may involve tough choices or considered risks. Takes responsibility for actions, projects and people. Takes initiative, acts with confidence and works under own direction. Provides others with a clear direction. Motivates and empowers others. Provides staff with development opportunities and coaching. Confidently inspires others with a wholehearted commitment to continuous improvement. Confronts challenges around them.

Team working

- Demonstrates an interest in others & adapts to the team and builds team spirit, recognises and rewards the contribution of others. Listens and consults others communicating proactively. Upholds the ethics and values of the business, demonstrating integrity. Openly trusts and respects others. Collaborates openly for the good of Yeo Valley. Accepts new ideas and change initiatives. Adapts interpersonal style to suit different people or situations. Supports and develops others in their roles.

Organising and Executing

- Sets clearly defined objectives, delivers on projects by planning well in advance taking into account all variables and possible changing circumstances. Identifies and organises all resources needed to accomplish tasks. Focuses on customer needs and satisfaction. Sets high standards for quality and quantity. Consistently achieves project goals. Not just saying we are going to do something, but actually doing it. Relentlessly pursues their goals.

Interacting and Presenting

- Makes a positive personal impression on others. Gains clear agreement and commitment from others by persuading, convincing and negotiating. Promotes ideas on behalf of self or others. Able to influence and persuade others. Strategic capability (Site SMT and above) Works strategically to achieve Yeo Valley objectives. Sets and develops strategies. Takes account of a wide range of issues across, and related to, Yeo Valley and other stakeholders. Demonstrates commercial acumen and awareness of customers and competitors in their decision-making process.

Business Information Systems

- Uses all information systems available to them with expertise, analyses and extracts information to improve effectiveness and efficiency of work responsibilities.

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HR use

Date of last review:

Job reference no:

Job level:

Job family:

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