



Asda Senior National Account Manager

## the purpose of your role



## the finer details

Which site am I based at?

YVHQ

Which team am I a part of?

Commercial - Sales

Who do I report to?

Head of Sales

Who do I look after?

Asda Yogurts

Do you have responsibility for a budget?

Full P&L responsibility for

Asda's account for OL

and Branded Yogurts

### Your responsibilities:

- ♥ Positively raise the profile of the Yeo Valley business within your customer(s) through establishing and maintaining a strong set of relationships with key external stakeholders
- ♥ Work closely with and develop a direct report through regular and effective performance discussions, coaching and career planning.
- ♥ Motivate and lead the cross functional Asda team.
- ♥ Support the creation of a consumer-led long term own label development plan with Asda, capturing key trends, working closely with the development team.
- ♥ Manage effective communication of any supply issues to key customer(s) contacts.
- ♥ Create a clear customer vision, strategy, and joint business plan to deliver Yeo Valley's budgeted sales, MGP and market share.
- ♥ Agree long term supply agreements for own label underpinned by commodity trackers.
- ♥ Work closely with marketing to deliver Yeo Valley branded NPD launches, achieving targeted distribution, volume, sales and MGP
- ♥ Assume full responsibility of the customer(s) P&L. Formulating a budget, regularly monitoring performance vs budgeted objectives, identifying risk, and taking corrective actions where necessary.
- ♥ Communicate key messages internally in a professional and timely manner including weekly sales performance and financial analysis.
- ♥ Lead on sharing relevant market and customer insight with key internal stakeholders.
- ♥ Support and lead (where relevant), wider business projects within the Operating Model Groups as dictated by Yeo Valley strategic priorities.

## qualifications & experience

### Essential:

- ♥ Multiple-Grocer Account Management experience

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- ♥ Strong negotiation and influencing skills.
- ♥ Demonstrates strong analytical, critical thinking and problem solving skills.
- ♥ Proven collaborator and communicator.
- ♥ Ability to interface and demonstrate leadership both internally and externally.
- ♥ Demonstrates commitment to building strong business relationships with customers.
- ♥ Excellent presentation and communication skills, both written and verbal
- ♥ 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.
- ♥ 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 direct reports 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. 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. 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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