



JOB DESCRIPTION

Job Holder's Title:	National Account Manager - Retail
Responsible to:	Head of Commercial (Retail)
Responsible for:	Commercial delivery within specified customers
Site:	Lichfield

Main Purpose of the Job

Accountable for the delivery of set targets within Tesco, Asda, Co-op & Spar Group, covering both Florette brand and own label across multiple sites.

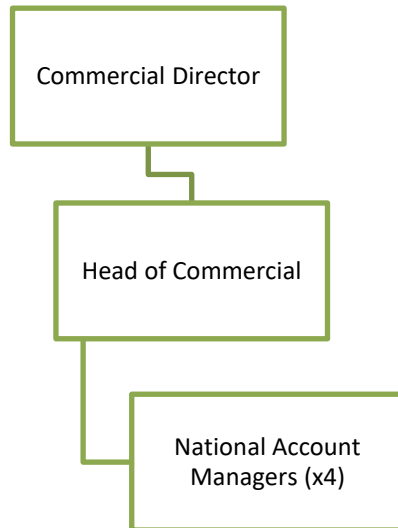
Build relationship with key customer contacts to ensure granular understanding of what is important to them; take these learnings and work out how we can apply what is important to us as a business in a way that will drive mutual business and show our contacts that we are adding value.

Communicate effectively internally to ensure relevant departments understand what is happening, what the direction of travel is, what we need to do to win with the customers etc

Scope of Responsibility

Turnover & profit, distribution points, promotional activity, admin/analysis, category data, customer admin & systems

Team Structure



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Main Responsibilities

1.	To manage effectively the designated relationships and commercial performance at all times.
2.	Develop optimised sales volumes, value and profitability in accordance with set objectives and budgets.
3.	Develop and maintain the most effective relationship with customers.
4.	Plan and execute with precision promotional activity internally and with external customers.
5.	Coordination and effective execution of feasible EPD & NPD launches internally and with external Customers.
6.	Facilitate a matrix relationship between the business and customer cross functionally and at the most appropriate senior levels.
7.	Professionally and effectively deal with the business challenges and requirements of our customers.
8.	Report potential risks to budget achievement, propose effective action plans to recover and deliver the Commercial Budget.
9.	Ensure clear, concise and relevant communication at all levels both internally & externally.
10.	To write, propose and justify FY forecasts and budgets for accounts represented.
11.	Ensure customers have 100% confidence and knowledge of all quality accreditations and selling points of the business and brands

Key Performance Indicators

1.	Delivery of volume, turnover, cash profit and margin % versus budget
2.	Improve number of distribution points
3.	Drive Florette's market share (where measurable)

Limits of Responsibility

1.	Cannot make any decisions that may cause financial impact without authorisation
2.	Cannot make any decisions that may affect service level without consulting a manager

Core Competencies

1.	Business Planning & Awareness – Able to develop a strategic review for the customer, identifying key business opportunities and risks. Integrates synergies for co-operative planning between sales, marketing and with other stake holders. Applies 'Strategic Thinking' when developing long terms action plans, with a clear vision to achieve.
2.	Make It Happen – quickly turn insight into decisions and quickly turn those decisions in to actions
3.	Commercial Grip – To have a comfortable understanding of Florette P&L, to be able to quickly spot any discrepancies & opportunities and be able to rectify with a clear action plan Ability to delivery tactical & strategic plans, that underpin Category vision, whilst working with Shopper Marketing to improve visibility instore
4.	Always Striving – Demonstrates a hunger and a passion to succeed Focuses time and energy on the most important priorities Anticipates developing issues/opportunities & deals with them early
5.	Entrepreneurial – not being afraid to challenge ways of working and being able to evaluate whether a risk is worth taking; to be able to find creative solutions to a challenge both internally and externally



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6. **Self-improvement** – taking ownership and having a desire to learn, develop and progress

Skills and Experience

1	Can demonstrate previous success when dealing with a Multiple retail buyer
2	Show an ability to co-ordinate / lead all internal functions to align to a common goal
3	Financial & volume forecasting accuracy and the ability to accurately project sales numbers
4	Be able to keep on top of all admin required to be an effective and efficient NAM
5	High level of self motivation, combined with Energy and enthusiasm
6	

Special Tasks

Other Ad hoc duties

Other Duties

This list of duties is not intended to be exhaustive but gives a general indication of tasks and responsibilities. All employees are expected to work in a flexible manner and acknowledge that tasks not specifically covered in their job description are not excluded.

Job Holder Name:	Job Holder Signed:	Dated:
Signed on behalf of Agrial Fresh Produce Ltd:		Dated