



Job Description

Job Title National Account Manager : Multiple On Trade Accounts	Department Speciality Brands
Contract Term Permanent, Full-time	Contracted Hours Monday to Friday 9am – 6pm. This equates to a 40 hour working week, a degree of flexibility is required in this role.
Salary : Dependent on Experience	

Background to Speciality Brands Ltd

Speciality Brands Ltd operate in the area of premium alcoholic beverages. We are a distribution company that hold exclusive agency agreements and represent some of the finest boutique alcoholic drinks brands from across the globe including Nikka, Diplomatico and Hine. As with our products which are of the highest quality, our customers are also at the pinnacle of their respective sectors. Outlets that we work closely with include The Savoy, Claridges, Selfridges, Harvey Nichols and Waitrose. Speciality Brands do not however distribute to hotels, bars and restaurants directly but access these sectors through a network of wholesale customers who in turn directly service their on trade and end user customers.

Over the last ten years Speciality Brands has cultivated very strong relationships amongst the prestige HORECA sector. More recently we have developed strong relationships with some premium on trade groups including Revolucion De Cuba, Be At One and D&D where our brands have enjoyed significant success. We are receiving an increasing amount of enquiries from groups such as these this sector appearing to be a rich source of potential growth. We are looking for an experienced account manager to convert these opportunities and develop long term relationships with these customers.

Primary Duties and Responsibilities

- Identify our universe of potential customers and produce a prioritised plan by brand of how these customers can be targeted.
- Increase distribution of our brands against this universe where applicable producing consumer focused commercial/marketing plans to drive rate of sale.
- Liaise with route to market partners to secure the most efficient and cost effective supply route for the on trade group. Manage the credit risks associated with any such supply.
- Manage key customer P&Ls communicating with and regularly updating the business on any cost/benefit variance through the duration of the annual plan.
- Keep customers fully up to date with any commercial/marketing developments and the potential benefits that may arise from this.



Key Skills and Knowledge

Essential:

- High level of numeracy and verbal/writing/communication skills.
- Understanding of the UK wholesaler network and route to market mechanics.
- The ability to manage a customer P&L.
- Strong negotiation skills
- Insight into and understanding of key trends in the UK on trade.
- Ability to communicate effectively and clearly with colleagues and customers and build long term relationships with these groups.
- Accurate and detail conscious.
- Self-motivated, flexible and entrepreneurial.
- Demonstrate a pro-active 'can do' attitude

Qualifications and Experience

- 3-5 years managing on trade national accounts
 - RTM and/or Brands experience
- Proven track record of growing business in large accounts.
- Proven track record of working to KPIs and delivering targets.
- WSET spirit qualifications.

Key Behaviours

- Self- motivated and results driven.
- Able to communicate well with others and strong interpersonal skills.
- Able to build long term customer relationships
- Strong organisational skills with a good attention to detail.
- An insight and understanding of on trade trends and developments.
- A passion for the drinks industry.
- Flexible, reliable and conscientious.

Health & Safety Responsibilities:

Act in accordance with the relevant Health & Safety policies and procedures, adhering to legislative compliance and company requirements.

A training plan will encompass the following to ensure effectiveness of the employee, and to meet our safety standards.

- Manual handling
- In-house systems as required.