 

|  |
| --- |
| **ROLE PROFILE** |
| Job title | Account Manager – High Street Discounters and Export | Date | December 2024 |
| Department | Sales |
| Location | Trafford Park |
| **ROLE SUMMARY** Summarise in one or two sentences the highlights of the job in terms of its purpose and overall responsibility.  |
| Responsible for developing and guiding the implementation of account specific business plans through creating and delivering added value initiatives to your customers. You will successfully deliver profitability and volume targets, serving as the primary account contact and leadership within the business. |
| **REPORTING STRUCTURE** |
| Reports to | Impulse Controller |
| Direct & indirect reports | None |
| Key internal stakeholders | Soreen Commercial Team, Finance, Marketing, Supply Chain |
| Key external stakeholders | Customers |
| KEY ACCOUNTABILITIES AND RESPONSIBILITIES  |
| * Deliver budgeted sales and profit targets.
* Responsible for increased distribution of key brand items for permanent planogram space and seasonal displays, in line with our Discounters Strategy
* Develop an annual business plan to deliver key sales and customer objectives.
* Develop and deliver strategic JBPs in accordance with overall channel and company strategy, where appropriate.
* Deliver account profitability, range and distribution with customer in line with budget targets.
* Plan and deliver profitable promotional activities at hurdle rate that drives incremental volume.
* Conduct regular reviews with the Impulse Controller of business performance both internally and with customer.
* Work closely with Customer Marketing/Marketing Manager in product development and brand/product planning
* Ensure all administrative requirements/reports are delivered in full and on time
* Ensure aged debt is policed and within company acceptable limits
* Ensure internal communication to key stakeholders is optimised to ensure delivery of company/customer objectives
* Identify, analyse and report back into the business changing market dynamics that allow insight into strategic decision making
 |
| QUALIFICATIONS, EXPERIENCE, TECHNICAL SKILLS / KNOWLEDGEList the skills gained through education and experience required to effectively function in the position |
| * Excellent sales and negotiation skills coupled with the drive, and passion to add value to the customer and to enhance Soreen’s account profitability.
* Successful track record of FMCG Account Management.
* Commercial awareness and problem-solving ability
* The ability to work on multiple tasks under pressure and to deadlines
* Strong interpersonal skills with excellent written and verbal communication
* Highly organised, self-motivated individual with the willingness to learn, improve and adapt
* Ability to work on own initiative
* Excellent communication skills
* Based in North West
* Full UK driving licence
 |
| **ATTRIBUTES & BEHAVIOURS FOR SUCCESS(Do not amend this section)** |
| **Behaviour** | **Descriptors** |
| **Focused on developing people** | * Consistently demonstrates that people are the top business priority.
* Devotes a significant % of time to supporting and coaching their people.
* People related activities are consistently placed high on the “to do” list.
* Always make themselves available to support team members, regardless of how busy they are.
 |
| **Builds strong relationships** | * Demonstrates they are a good listener who can take on board other points of view.
* Demonstrates trust in other teams and other colleagues.
* Displays a high level of emotional intelligence to understand how to improve a relationship.
* Willing to be the “better person” for the sake of building or maintaining a relationship.
* Consciously aware of key relationships which require more work to improve.
 |
| **Courage to make tough decisions** | * Demonstrates they can make a positive decision when none of the alternatives are attractive.
* Is able to make quick decisions when needed even if the data is not complete.
* Is able to take the “hard / right” decision (which will upset some people) rather than always opting for the “easy / but wrong” decisions.
* Consistently demonstrates high standards and does not drop standards just because the implications are challenging.
 |
| **Calmness during challenging times** | * The more challenging the situation the calmer we want our people to be.
* Does not get over-emotional when things go wrong.
* Recognises that challenging times call for the best kind of leadership.
* Focuses on the issue…….not the person who made a mistake or who discovered a problem.
 |
| **Leads by example** | * We should “walk the walk” as well as “talk the talk”.
* Displays a consistent approach in how they deal with everyone in the business regardless of their level.
* Demonstrates an unshakeable positive attitude regardless of how challenging the circumstances.
* Appreciates the views of everyone in the business and welcomes new ideas and challenges.
 |