



Job Description

Name	National Account Manager	Date	09.07.24
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Job Parameters	
Title	National Account Manager – UK Discounters, Fine Food Wholesalers & Export Customers.
Reports to	Sales & Marketing Director
Location	Northolt, Office based
Permanent / Temporary	Permanent

Overall Purpose of the Role

Forecast by the IGD to remain the fastest growing retail channel, the UK Discounters are a strategically important channel for EBF. The role provides the right candidate the opportunity to manage and further develop our UK Discounter, Fine Food Wholesaler and Export business as all our key parts of our strategic long term growth ambition.

Customer responsibility includes: **Home Bargains, Poundland, B&M and Heron Foods**. The role will also take responsibility for developing our trading relationships with all other National/Regional Discounters including **Boyes, Fultons, The Range and The Yorkshire Trading Company etc.**

The Account Manager should have a proven track record of developing and growing business with UK Discounters and wholesalers and a record of developing new business, through winning new customers, new listings and growing product distribution.

The role is also responsible for managing key UK wholesalers including **Suma, Holleys Fine Foods, PW Fine Foods** and further developing our Export business, including **Jeremy Gourmet, Kalamea** and our customers in Ireland including **Avoca**.

With strong selling and negotiation skills the candidate will need to demonstrate strong commercial acumen, the ability to create compelling sell proposals, negotiate price and closely manage all spend to maximise ROI and profitability.

In addition to growing and developing the existing business, a key aspect of the role is to unlock new listings and distribution in all accounts so is suited to a "hunter" as opposed to a "farmer" mindset and **someone who is hungry to prove themselves, high in drive, tenacity, resilience and ambition.**

Strong commercial capability, excellent attention to detail, good analytical skills and the ability to manage complexity are all critical, as are high levels of personal ownership and accountability.

Empire Bespoke Foods, is a leading fine food importer, distributor and brand builder of authentic food & drink products from around the World. Our brands include the **UK's number 1 Pickled Gherkin, Mrs Elswood** and **Thai Taste**, a leading brand in the ambient Thai food category. We are also launching **Master Cook** an exciting brand covering Indian, Japanese and Korean product ranges.



We also manage brands including **Frank's Red Hot and French's Mustard** the number 1 hot sauce and mustard brand in America, **Schwartz** a leading brand in herbs & spices as well as iconic US cereal and drink brands **Malt O Meal Matey's, Icelandic Glacial Water and Virgil's**.

Our total product portfolio covers 9 key categories from store cupboard favourites to BBQ, condiments and sauces to drinks, snacks and confectionery to an exciting and diverse range of World Food brands.

You will be responsible for delivering against agreed plans within your channels/customers to achieve budgeted sales and profit growth.

The successful candidate will use their experience, knowledge and contact base to engage with buyers to increase our range and distribution in key accounts as well as winning and developing new business.

The role requires accurate reporting of sales performance throughout the year and clear communication of all business opportunities (as well as risks to the business) to manage progress against budget.

Principle Accountabilities

Develop winning customer relationships to achieve budgeted growth targets set by the business in terms of gross sales value and profitability.

Increase product range and distribution within existing accounts by unlocking opportunities and strengthening our partnership with customers.

Grow % margin across account base. Implement cost price increases to maintain acceptable levels of margin for the business.

Responsible for developing a bottom-up budget for the account base to achieve desired year on year customer growth aspirations.

Accurate forecasting of sales position vs budget to measure performance against throughout the year.

Proactively communicate business opportunities and risks with solutions to resolve.

Unlock opportunities in the UK Discounter & Wholesale channel by targeting new accounts with a targeted range of products to suit customer requirements.

Responsible for an effective customer contact matrix to be aligned to key deliverables within the channel plan.

Responsible for building relationships and driving the business agenda at key industry events such as IFE.

Develop formats with NPD Manager to meet customer requirements. Work cross functionally with Technical, Purchasing & Brand Managers to realize the opportunity.

Working Conditions and / or Physical Requirements

Office based in Northolt a min of 3 days a week.

There will be a requirement for UK travel to visit customers.

Key Requirements:

This is an exciting role with plenty of autonomy and an opportunity to make a real impact in a fast-paced commercial environment.

Candidates will need to demonstrate:

- Experience in managing & growing business in UKD and Wholesale
- Strong commercial acumen and business awareness.
- Track record in unlocking branded sales & profit growth, new listings & distribution.
- Experience and ability to sell, negotiate and make things happen.
- Good attention to detail and ability to manage complexity.
- Strong communication and interpersonal skills to work and communicate confidently and collaboratively with customers, suppliers and internal colleagues.
- Able to work both independently and as a team member.
- Excellent organizational skills, being able to work on multiple projects at the same time, manage time effectively and meet deadlines.
- Excellent questioning and listening skills.
- A network of useful contacts across key customers and a desire to develop this network.
- A positive "can-do" attitude and a desire to be part of a successful team.
- Ability to think big, act fast, find a solution and thrive on it.
- Resilience and tenacity – both externally and internally.

Additional attributes of benefit:

- Experience of working in a fast-paced environment with frequent change.
- A genuine interest in and knowledge of food and ingredients.