



JOB DESCRIPTION:
NATIONAL ACCOUNT MANAGER: RETAIL

March 2014

Roles and Responsibilities

Reports to: Head of Sales

Reports: None

Location: Home based, travel will be required to our Head Office - LONDON EC2A as and when necessary

Commitment: Full-time, permanent

CAFÉDIRECT

- Over the last three years Cafédirect has won 15 Great Taste Awards
- In the UK, 12 people every second drink a cup of Cafédirect and do their bit to support a better way to do business
- Cafédirect is the UK's largest 100% Fairtrade hot drinks company – 100% of our products are 100% Fairtrade
- A fair price is not enough. We also give growers a share of our profit, over 50% to date. This is over and above Fairtrade
- Growers play a key role in every aspect of Cafédirect, from governance to product design. They have shares in the company and sit on the Board
- Cafédirect doesn't buy through trades or off a Fairtrade register. It buys directly from growers to give them the full price for their crop
- Cafédirect works with 39 producer organisations from 13 countries and positively impacts the lives of more than 1.8 million people

MISSION

We champion the work and passion of smallholder growers, delivering great tasting hot drinks to improve livelihoods, whilst pioneering new better ways of doing business

VISION

A rebalanced world which celebrates business as a force for good and measures success in the shared wellbeing of the communities it touches

BUSINESS SUCCESS MEASURES

Cafédirect has developed and works to its own Gold Standard, consistently setting the bar for ethical business leadership. We measure our success in terms of our social and environmental return as well as financial performance, setting transparent targets to track our delivery against our mission.

For more information see www.Cafédirect.co.uk

OVERALL JOB PURPOSE

To deliver/exceed the planned revenue and profit targets for the business within the allocated accounts/Channels. All aspects of customer development and management within the allocated accounts.

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ROLES AND RESPONSIBILITIES

Planning

- Develop robust, action orientated plans for the allocated accounts which are aligned to the wider business.
 - Revenue, spend and gross profit targets
 - “Vital few” strategies (3-5) that will deliver the overall plan and the respective plans that will deliver each strategy
 - Defined NPD and distribution targets
 - Develop a promotional plan that will deliver the maximum available business benefit to Cafédirect
- Secure sign off to all commercial proposals/deals with HOS and plan negotiation steps using the Cafedirect Negotiation planner

Customer Management

- Penetrate the customer vertically and horizontally to build strong and active relationships that can be leveraged to gain commitment to the proposed plans
- Additionally, lead and direct other Cafédirect personnel in their penetration within the allocated accounts
- Build and agree Joint Business plans aligned to the customers’ and Cafédirect’s objectives and targets – manage and close these plans quarterly with the customer
- Build robust, data backed selling stories to support all proposals
- Be the expert on your customer(s) and champion their needs internally

Execution

- Make the account plan a reality. Specifically:
 - Revenue, spend and gross profit as agreed
 - “Vital few” strategies and plans
 - Secure the agreed dist and NPD targets
- Ensure investment as a % of sales is managed within Budget parameters
- Identify gaps early and close quickly to deliver consistent results in line with Budget/Rolls
- Leverage the contact strategy to help secure deals (use HOS, CD and CEO)
- Back all proposals with a commercial proposal and negotiate to secure deals

Review

- Undertake monthly store checks to understand the real category/ Cafédirect situation and to monitor compliance to agreed activities
- Track Retail price and promotional changes for Cafédirect and the competitive set
- Track EPOS for all customers and review line level detail to identify potential risk

People

- Motivate and leverage other internal human resources to support delivery of the account/channel plan. Specifically (but not exclusively):
 - Marketing
 - Strategic Insights to ensure that the selling stories will meet the needs of your customer and deliver the win for Cafedirect
 - Supply Chain

PERSON SPECIFICATION

Experience/Attainments (Essential)

- 4 years commercial management (preferably within FMCG)
- 2 years National Account Management (or working as a National Account Executive in a large Retail business unit)
- Numerate – comfortable with basic P&L's and deal structuring
- Experience of working with data to support selling proposals – Neilson, TNS etc
- Strong working knowledge of Microsoft Office programs (PowerPoint, Excel)
- Graduate calibre

Experience/Attainments (Desirable)

- Experience within allocated accounts or similar
- Category management experience (as an Account Manager/Exec, not a specialist)
- Trained in core Sales Management areas: customer meeting process, negotiation, customer influence and building data backed selling stories

Personal Qualities

- Results orientated & driven combined with flexibility to adapt quickly to changing circumstances
- Natural inclination to sell
- Excellent relationship builder
- Proactive, confident, coupled with strong verbal and presentation skills
- Tough – will not be intimidated as a small supplier to huge customers
- Understanding of/interest in sustainability issues
- Passionate about contributing to the delivery of the Cafédirect mission
- Clear and logical thinker with a good numeric ability. Supported by a rounded commercial awareness
- Personable, fun, team oriented

CAFÉDIRECT BEHAVIOURS

- **Curious** - - We are eager to question, know and learn
- **Challenging** - we question ourselves and others to find a better way
- **Brave** - we fight for what we believe in
- **Optimistic** - we believe in our ability to succeed
- **Dynamic** - we make change happen
- **Innovative** - we are forward thinking and original

A note about Job Descriptions at Cafédirect

Our Job Descriptions are not intended to be a complete detailed account of all activities. We're a small business operating in a fast-moving and competitive global environment and so we need employees to be flexible about their Roles and Responsibilities.

Job descriptions are reviewed at least once a year as part of the Performance Review.