



Job Description

Name	National Account Executive	Date	10.07.24
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Job Parameters	
Title	National Account Executive – Garden Centres Groups & Independents
Reports to	Wholesale, Foodservice & New Business Controller
Location	Home Based
Permanent / Temporary	Permanent

Overall Purpose of the Role

Are you passionate about food products, driving sales and winning with customers?
Are you ambitious and willing to learn? Do you have proven success in a sales role?
Are you resilient, tenacious and can take a knock back?
Do you want to work with iconic/leading brands?

If the answer is to all those questions is YES, this role could be a fantastic step in your career as a **National Account Executive – Garden Centre Groups & Independents** with Empire Bespoke Foods, a leading fine food importer, distributor and brand builder of authentic food & drink products from around the World.

Our brands include our own brands the **UK's number 1 Pickled Gherkin, Mrs Elswood** and **Thai Taste** a leading brand in the ambient Thai food category and new range of **Master Cook products spanning Indian, Asian and Japanese Cuisines**.

We also manage the UK distribution on behalf of the Brand Owners for the likes of **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 Cereal** and **Virgil's**. We also now have **Icelandic Glacial Water**, a high Alkaline Water from the Olfus spring and **Movenpick Spreads**, a premium product with high brand awareness.

Our total product portfolio covers more than +65 brands across 9 key categories from store cupboard favourites to BBQ condiments, from sauces to drinks, from seasonal Xmas ranges to our exciting and diverse array of World Food brands.

If successful, you will be joining a team who thrive on developing meaningful customer partnerships: and making things happen.

Customer responsibility will include; **S&J Retail, CN Foods, Sous Chef, South African Foods, Frosts Garden Centre, Bakers & Larners of Holt and circa 50+ Premium Independents**. **40% of the role will be spent developing new customers and new business.**

This is an exciting role requiring someone with strong sales experience to develop our business within Garden Centres, Farm Shops and Premium Independent Customers.

You will be responsible for delivering against agreed plans within your 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 deliver budgeted sales & profit.

The role reports directly into the Wholesale, Foodservice & New Business Controller and will work closely with other business functions such as Customers Services to deliver against targeted growth so strong interpersonal skills and a desire to work with others is an essential aspect of the role.

Principle Accountabilities

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

Increase core and NPD 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 account base to achieve desired year on year growth aspirations of the business.

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

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

Progress customer migration of smaller customers to our website and online ordering.

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 Casual Dining Exhibition/IFE.

Working Conditions and / or Physical Requirements

Requirement to be in the office a min of 2 times per month.

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 Independents/Wholesalers/Retailers.
- 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 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 drinks

Additional Information

Empire Bespoke Foods is a small, friendly company without the 'red tape' of a large corporation. We encourage people to be flexible, to contribute to the company as a whole and to take advantage of the opportunity to learn about other areas of the business.