



Job Description

Name	National Account Executive	Date	08/08/23
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Job Parameters	
Title	National Account Executive – Wholesale, Independents and New Business.
Reports to	Wholesale, Foodservice & New Business Controller
Location	Home Based
Permanent / Temporary	Permanent

Overall Purpose of the Role

The candidate:

*Are you passionate about food sales and winning with customers?
Do you have proven success in a sales role within branded foods?
Have you experience of Wholesale or Food Service and in selling to independents?
Are you ambitious and willing to learn?
Do you want to be part of a successful team?
Are you resilient, tenacious and can you take a knock back?
Do you want to work with iconic and leading brands?*

If the answer to all those questions is YES, this role could be a fantastic step in your career as a **National Account Executive** 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 Elwood and Thai Taste** a leading brand in the ambient Thai food category. 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** is a leading brand in herbs & spices as well as iconic US cereal, confectionery and drink brands **Malt O Meal, Mike and Ike and Virgil's**, and recent new additions to the drinks portfolio **Icelandic Glacial Water and Caocalat Chocolate Milk Drink**.

Our total product portfolio covers more than +60 brands across 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.

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

Customer responsibility will include: Multiple wholesalers, independents and smaller retail operators. Key accounts include: **Abra, Khanjra, Panzers Deli, SOS Wholesale, Frosts Graden Centre, Springvale, Scottish Wholesalers Collective, South African Foods, Enfield Fayre**.

This is an exciting role requiring an experienced commercial National Account Executive capable of developing our business within Wholesale, Independents and unlocking New Business.



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 manage progress against budget.

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.

Proactively communicate business opportunities and risks with solutions to resolve.

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

Responsible for the development and delivery of the annual account plan.

Develop and execute the activation plan via working with internal functions including Digital & E'Commerce Executive, National Account Executive, NAMs, Marketing, Customer services, Business analysts as well as external teams.

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 Trade Shows/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.

Ideally candidate would be based in Birmingham/Midlands (north of Milton Keynes).

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/Food service.
- 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 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 ingredients.

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.