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| Job Title | National Account Manager – On Trade |
| Business Unit | Innis & Gunn Brew Co |
| Reporting Line | Director of On Trade |
| Direct Reports | None |
| Key Stakeholders | Commercial Team, Marketing Team, Finance, Operations |
| Location | Field/Home Based – Scotland (Weekly access to HQ Edinburgh) |
| Who We Are | |
| Innis & Gunn is the No1 premium Scottish Lager. As an independent beer company born in Scotland, Innis & Gunn never shy away from putting in the time and the effort necessary to create a different kind of beer and brand. Originality is at the core of our business; in the beers we make, in way we make them, and in the ways, we celebrate the originality of others. | |
| Role Overview | |
| Management of our national and Scottish regional pub groups, hotel groups, RTM partners, Scotland / UK wide. | |
| Key Tasks | |
| <ul style="list-style-type: none"> Develop an existing account channel with major multiples in the on trade, dealing at Head Office buyer level in addition to the management of localised regional managers. Development and delivery of customer specific strategies incorporating pricing and promotional activities. Preparation of annual business plans for each national account and ensure that Innis & Gunn's volume grows ahead of the market. Responsibility for the maximisation of sales, profit and distribution of our brand portfolio on a national basis. National account plans and objectives communicated and measured through our field-based BDM's. | |
| Additional Tasks | |
| <ul style="list-style-type: none"> Work closely with the Director of On Trade to develop annual budgets Regular account updates and quarterly reviews at sales meetings Management of accruals in line with agreed budgeted spending and profit targets | |
| Company Values | |
| <p>Originality, our own true selves True & independent character over reputation Freedom, have the courage of our conviction Respect, act with purpose and respect Self-expression, we are together</p> | |
| Behavioural Competency Requirements | |
| <ul style="list-style-type: none"> Accountability Brands Focused Sales Approach Competitive Highly Motivated Energetic A Bias for Action Excellent Communicator Passionate | |



Functional Competency Requirements

- Ability to translate sales plans into actionable tactics.
- Delivery against sales and distribution targets.
- Commercial Acumen, ability to prepare customer commercial proposals
- Analytical and influencing skills with a fact-based approach
- Data management skills, to track and action set KPI's across sales performance
- Computer Literacy: Microsoft Office (Excel, Power Point, Word, Outlook), Google Docs, Analytical tools, and Social Channels

Knowledge Competency Requirements

- UK beer category, or other alcoholic drinks category.
- UK on trade landscape
- The Role of Brands as part of any commercial proposal
- The role of logistics and the impact on any commercial arrangement
- The role of data and its influence on any brand proposal

Experience Required

- At least 3 Years' Experience in sales, marketing, or commercial role preferably within the alcohol industry
- In-depth understanding of Scottish on trade channel
- Full UK driving license