



<b>Job Title</b>	National Account Manager – Off-Trade
<b>Business Unit</b>	Brew Co
<b>Reporting Line</b>	Head of Sales, UK Off-Trade
<b>Direct Reports</b>	N/A
<b>Key Stakeholders</b>	Off-Trade Team, Customer Base, Marketing, Finance & Operations
<b>Location</b>	Office & Field Based
<b>Who We Are</b>	
<p>Innis &amp; Gunn is the No.1 craft Lager in Scotland and No.3 in the UK. As an independent beer company born in Scotland, Innis &amp; 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.</p>	
<b>Expectation of Success</b>	
<p>The ability to strengthen the relationships of Innis &amp; Gunn’s across the customers base and wider off-trade. Providing functional sales-leadership with creativity and to find new commercial opportunities. Providing a consistent and structured reporting cycle to monitor and evaluate progress against targets. Approaching the role with a relentless focus on delivering beer entrenched in quality and originality to consumers, customers and retailers. Understanding the detailed principles of consumer-goods &amp; category focused selling to to deliver mutual and sustainable growth.</p>	
<b>Role Mission</b>	
<p>Assisting the operation and diligence of the off-trade team to inform decisions to help grow across Lager, Original, IPA, Ossiann &amp; Ltd. Editions. Play a role in pinpointing the greatest opportunities in the category data &amp; within the off-trade customer base, delivering versus budget of value and volume, with a clear reporting cycle back into the business.</p>	
<b>Key Deliverables</b>	
<ul style="list-style-type: none"> <li>• Managing accounts value and volume to deliver a profitable outcome across both Route-To-Market, Convenience &amp; Grocery</li> <li>• Influence and sell to our customer base with the aim of deepening brand and pack distribution in UK Off-Trade</li> <li>• Directing 3rd Party Relationships across field-sales agencies and industry stakeholders to develop brand and business reach</li> <li>• Data Management of external data to understand customers sales and the off-trade market, informing customer strategy</li> <li>• Assisting on-time cash-flow management &amp; prudent budgetary investment into growth driving activity</li> <li>• Monitoring, in-month reporting on sales &amp; spend versus the forecast to assist demand &amp; financial planning</li> <li>• Developing business insight into current market dynamics and trends emerging to inform business priorities</li> <li>• Supporting the immediate and wider teams with ownership of their deliverables across projects and events</li> <li>• Assisting in developing the brands digital reach across customer and across B2B ordering platforms</li> </ul>	
<b>Company Values</b>	
<p>Originality, our own true selves; True &amp; independent character over reputation;          Freedom, have the courage of our conviction          Respect, act with purpose and respect          Self-expression, we are together</p>	
<b>Behavioural Competency Requirements</b>	



- Accountability & agile
- Brand & category-focused sales approach
- Competitive & self-motivationally driven
- Analytical and detail focused
- Energetic & resilient
- Being bold in face of uncertainty
- Clear & personable communicator
- Strategic and critical thinking

#### **Functional Competency Requirements**

- Analytical & inquisitive mindset to understand customers and market dynamics in detail
- Competent use of Microsoft Office to track and measure customer all sales & promo activity
- Understand the changing importance of digital commerce & how it develops brands
- Ability to understand and communicate key messages to stakeholders and assist with supporting customers
- Organisation & time management to fulfill both desk and in-field selling duties

#### **Knowledge Competency Requirements**

- An understanding of FMCG retail, route-to-market, category data & e-commerce
- Having a keen interest in the beer category, or other parallel categories.
- The typical challenges and nuances of a consumer goods supply chain and retail structures
- The role of data and its importance to underpin decision making and actions.

#### **Experience Required**

- Tertiary education, preferably with study across business, finance, or economic studies
- Experience of route-to-market, wholesale and convenience at either a field or account level
- Experience across National or International Sales/Commercial, Marketing, or parallel functions
- Fluent in Excel and data management processes
- Full UK driving license