

Senior Account Manager – January 2018

Role: Senior Account Manager

Band: E

Team: Retail & Foodservice Engagement

Reports to: Head of Retail & Foodservice Engagement

Based: Stoneleigh

Band Descriptor: Senior experts or leaders, roles with experience to lead resources, lead the formulation and implementation of project and policy and in some areas, people. With or without budgetary responsibility and line management responsibility

Contribution to Corporate Business Plan: Leading and contributing

Role Purpose: Account manage AHDB's relationship with key named retailers and/or foodservice groups and their supply chains to maximise engagement with the full range of AHDB's offering, supporting the effective and efficient delivery of AHDB corporate strategy and KPIs.

Key Responsibilities (please note this is not a list of each and every activity associated with these responsibilities):

- Manage AHDB's relationship with key named retailers & foodservice groups, operating as the 'go to' person with responsibility for facilitating two-way communication and partnership working
- Proactively build awareness and engagement with AHDB products and services by your key accounts, and their supply chains helping to drive greater efficiency, transparency and sustainability
- Create and successfully execute collaborative programmes of work with your key accounts that offer mutually beneficial outcomes and establish AHDB as a relevant and credible strategic partner.

Job Specific Activity (not an definitive list):

- Build and maintain strong, long term relationships with your key accounts, ensuring regular and sustained interaction with all relevant departments, including commercial, category and agriculture teams
- Work with Head of Retail & Foodservice Engagement to define a clear AHDB offering to the retail and foodservice sectors, including partnership opportunities to manage reputation and risk e.g. animal health, AMR etc
- Develop and deliver a rolling 18 month strategic engagement plan and activity calendar between AHDB and your key accounts. To include alignment and support for AHDB consumer marketing activities
- Collaborate with internal teams across the organisation to fully maximise and enhance AHDB's retail & foodservice offering. To include facilitating regular meetings, visits and interactions with your key accounts and internal stakeholders, as required
- Maintain a developed understanding of all key AHDB activities in order to effectively cross-sell and improve take-up of services and products with your key accounts and their supply chains, including processors and producers
- Demonstrate effective two-way flow of information in and out of AHDB. This includes actively using insight gained from retailers/foodservice groups and their supply chains to inform AHDB communications and activities, updating AHDB staff on key trends, activities and opportunities pertinent to the relationship
- Implement a creative and innovative approach that maximises commercial opportunities with your key accounts whilst maintaining legal compliance (e.g. State aids)
- Cultivate and utilise a developed understanding of market insights and consumer trends
- Actively undertake budget management to ensure best use of levy funds

- Evaluate effectiveness of retail and foodservice engagement activities ensuring value for money, making recommendations for improvement and implement where appropriate
- Exhibit a proficient and professional approach to account management including stakeholder mapping and efficient use of CRM software and tools
- Select and manage external agencies/suppliers ensuring focus, commitment and achievement of agreed targets and compliance with AHDB's Procurement policy
- Clearly communicate and report progress to internal stakeholders, including relevant Boards, Chiefs, Directors and Heads of
- Represent AHDB in public and in the media
- The post holder may be required to undertake other duties as proscribed by the line manager as appropriate.

Delegated Authority:

- Budgetary responsibility in line with AHDB Standing Instructions
- May provide cover for line manager

Person Specification – Knowledge/Skills/Experience:

- Strong account management background in FMCG arena with proven experience of managing large key accounts across retail and foodservice
- Proven commercial track record, including extensive use of category management and understanding of retail planning cycles
- Extensive awareness of the strategic drivers and issues facing retailers and foodservice groups, and their supply chains in a post-Brexit world
- Proven ability to build strong relationships, both internally and externally
- Collaborative approach with a flair for networking
- Natural completer-finisher with a drive for delivering measurable outcomes
- Outstanding verbal and written communication skills
- First-rate listening, negotiation and presentation skills
- Proven team player in fast paced, agile team environment
- Strong project management skills with ability to manage multiple projects simultaneously while maintaining a sharp attention for detail
- Familiar with using CRM software and principles.

	Area of Expertise	Level Required
1	Influencing & Negotiating	4
2	Creating & Inspiring Commitment	3
3	Planning & Organising	3
4	Facilitation Skills	3
5	Business Development	4
6	Account Management	4

	Behaviours	Level Required
1	Customer Mind-set	4
2	Performance Driven	4
3	Respecting Others	4
4	Working in a Matrix Environment	4

Version	Date	Author	Description
1.0	Jan 2018	C Watts	Original