



JOB TITLE: National Accounts Manager
DEPARTMENT: Sales/SA300
REPORTS TO: Vice President, National Accounts
DIRECT REPORTS: N / A

CLASSIFICATION: Exempt
LOCATION: N / A
FULL TIME/PART TIME: FT
APPROVED DATE: 2/4/2020

SUMMARY: The National Accounts Manager is responsible for the development and implementation of annual customer planning for O'Neill Vintners & Distillers in the off-premise chain market. The role will be responsible for calling on a set group of National Accounts Retail at the headquarter location or facilities where decision makers are located. The National Accounts Manager will maximize performance of the O'Neill portfolio through execution of priority sales drivers including promotion, distribution, pricing, collaboration, data analytics, and various other data analytics. The National Accounts Manager will be the direct link between O'Neill field sales, chain buyers, and the distributor chain teams.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Strategic Planning:

- Responsible for the design, development, and implementation of customized annual plans for specific high priority chains that are targeted as high growth potential of national and exclusive label brands
- Annual planning, including national programs, as well as regionalized opportunities
- Extensive collaboration between division sales team and trade marketing to ensure goal attainment

Management Responsibility:

- High level of authority to set and execute account plans
- Must have strong communication skills to collaborate with Distributor Chain management, Chain Buyers, and O'Neill Chain and Field Teams to coordinate world-class execution
- Must be a strong self-starter and be willing to adapt to change

Financial Responsibility:

- Budget against the volume and profit plan for the company to attain specific and agreed upon goals, while monitoring financial impact against investment (ROI)
- Consistent and concise communication with divisions on internal spending

Decision Making:

- Anticipate issues that could prevent assigned markets from meeting/exceeding sales plan and objectives, as well as identify opportunities that could add value to the region's overall performance
- Decisions will be made with sound investment and reflect opportunity that exists to grow healthy business

Key Outputs:

- Responsible for a multitude of sales activities, including but not limited to the following:
 - Achieve annual performance objectives
 - Selling ad, planners and new item distribution to HQ buyers.

- Communicate all account specific activities across sales regions and distributor network and assist in building execution plans with field sales
- Must work within assigned budgets for A&P and T&E
- Must be strategic and forward thinking. Must always be looking for opportunities to drive the business.
- Must be able to develop strong business relationships both internally and externally

QUALIFICATIONS:

- Bachelor’s Degree in Business Administration or related field
- Relevant work experience in beverage alcohol sales with regional/national chains
- Distributor sales experience a plus
- and managing account-specific programs and marketing support
- Comprehensive analytical, strategic and tactical skills (i.e. must be able to both create and execute your ideas)
- Strong verbal and oral presentation skills in both one-on-one and group settings
- Exceptional written communication skills, including proper spelling, grammar, punctuation, proofreading, etc.
- Well-rounded interpersonal and listening skills
- Effective time and project management skills
- Experience in calculating pricing, forecasting, and budget analysis
- Must be able to manage a turn-key operation
- High computer literacy with proficiency in Microsoft Office software applications
- Well versed in IRI/AC Nielson analytics
- Ability to adhere to companies’ mission and 4 core standards.
 - Trust
 - Ingenuity
 - Forward Thinking
 - Always Deliver
- Must maintain a valid driver’s license and maintain states of residency’s minimum auto insurance coverage
- Physical ability to lift 60 pounds
- Desired personal characteristics:
 - Proactive
 - Self-motivated /self-directed
 - Strong work ethic (i.e. willing to “roll up the sleeves” and do whatever it takes).
 - Flexible /versatile
 - Team player
 - Loyal
 - Have fun!

Territory to include:

- US

O’Neill Vintners & Distillers offers a competitive salary and comprehensive benefits package including medical, dental, vision and life coverage, short and long-term disability, 401(k) with a Company match, Paid Time Off, holidays and more.

-All candidates must: pass a comprehensive background check and drug screen and adhere to all Company, Federal and State Food Safety Regulations and Policies

This organization participates in E-Verify and is an Equal Opportunity Employer