

**Role Description & Person Profile**

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| **Role** |  |
| **Job title** | Game Feed Account Manager |
| **Division / Dept** | Sportsman Game Feeds |
| **Location** | Home based |
| **Team Structure** | There are three Account Managers working in the Game Team.  The Game Account Managers report to the National Game Feed Sales Manager. |
| **Description** |  |
| **Impact Statement** | Undertake account management activities to deliver personal annual sales objectives which support the delivery of the species sales strategy. |
| **Role Objectives** | * Contribute to the delivery of the species sales strategy and account plans through the achievement of budgetary targets in terms of sales margins, cost of sales and debtor performance, with the objective of taking maximum advantage of market conditions and competitor activity. * Liaise with key internal stakeholders to deliver account plans which support the delivery of the species sales strategy and achieve account goals. * Create customer value through innovative sales propositions and undertake individual visits, contract negotiations etc. * Manage a personal ledger by building and sustaining strong relationships which promote trust in both account management and technical competence. * Support business improvement initiatives around the areas of forecasting, pricing processes, service flexibility, KPIs, technical performance data and on farm health and safety. * Support the positive management of complaints to ensure that a resolution is reached by following internal procedures. * Collaborate with the ABN Mono Marketing Team and support the identification of opportunities to raise ABN’s industry profile as the supplier of choice. * Act as the champion for the game sector and capitalise all opportunities to develop other functions to ensure they develop a wider understanding and appreciation of the industry. * Support an ethos within the species team which seeks to work collaboratively across ABN with commercial and functional colleagues. * Actively support the embedding of the ABN. |
| **Key Stakeholders** | The postholder will support this by forging working relationships across the business and, particularly, with other Account Managers in Compounds and the Customer Support Team. The role will also form strong links with members of the Finance team for Compounds and the Credit Control, Manufacturing, Logistics, Planning, Technical & Quality and Procurement teams.  The Account Managers will deliver specific targets as set out within their species budget. They will own their account plans to contribute to the delivery of the species sales strategy.  The postholders will routinely liaise with their sales Manager and will ensure they are regularly updated on progress, issues and risks on their accounts.  Externally, the postholders are likely to be well networked with their customers and will be well-respected in the market in which they operate and seek to build partnerships with the winners of the future to ensure the business is able to continue to grow. |
| **Scope** | Maximising profitability will be a key challenge of the role. This will be achieved through innovative business development and a constant commercial awareness of developments in their relevant markets. The Account Managers will actively develop mutually beneficial customer partnerships in their species area.  The postholders must acquire and maintain a strong understanding of their species sector, including the commercial landscape, industry issues and legislative changes and communicate their potential impact on ABN.  They will deliver accurate forecasting; developing strategic relationships with the customer to understand performance, business changes to understand the potential impact on volumes.  The Account Managers will use their personal skills base and experience in commercial and technical account management to identify potential barriers and solutions and make the right business decisions where issues/challenges arise. They will be considered Competent in respect of the Compounds Commercial Sales and will demonstrate commensurate expertise in the following areas:   * *Networking* - Building strong alliances across our industry and using them to bring a wider appreciation to bear on our solutions. * *Selling Skills* – Ability to identify opportunities to deliver innovative products and services to customers and presenting these ideas in a convincing manner. * *Account Management* – Building strategic partnerships with customers and ensuring customers find it easy to do business with ABN. * *Commercial Acumen* – Ensuring that the ABN Vision is translated into everyday actions resulting in the delivery of innovative solutions to the customers of choice. * *Administration* – Ensuring that customer transactions adhere to our documented policies and procedures and overseeing the administrative processes to ensure that the customer has a positive trading experience. * *Technical Skills* – Possessing sufficient technical skills and ability to deliver innovative and effective solutions to customers, using the correct product placement as part of the offering.   They will maintain and develop their own ledger while supporting the development of other team members to ensure that the competency of service experienced by ABN customers is of a consistently high standard.  The Account Manager will have a key role to deliver the overall business objectives. |

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| **Person Profile** |  |
| **Knowledge** | * Experience of account management. * Proven sales experience. * Good knowledge of the agricultural industry with an understanding of species-specific key market drivers and competitor activity. * Understanding of how industry issues (welfare, economic, legislative etc) impact the customer. * Good commercial experience with exposure to B2C and B2B business propositions. * Understanding of how to drive improvements in performance. * Experience of using negotiation techniques to build and manage sustainable trading partnerships. * Experience of forging effective communication networks. * Understanding of pricing and the variables that influence it, including raw material markets and matrix values. * Understanding of the partnerships and alliances required to deliver growth in the species sector. * Understanding of business drivers with the ability to translate that knowledge to cohesive plans. * Full driving licence that permits driving in the UK. |
| **Key Behaviours** | * Ability to foster influential relationships at all levels, both internally and externally. * Good communication, interpersonal and presentation skills with the ability to sell concepts in a compelling way. * Ability to support colleagues to facilitate high performance and the development of robust and mutually profitable partnerships with both existing and potential ABN customers. * Commitment to drive performance business delivery. * Good commercial and financial acumen with the ability to prioritise business focus and resources. * Willingness to challenge with clarity and insight. * Well-developed analytical and problem-solving skills. * Ability to support the development of the species team with the relevant skills and culture to meet future customer and business needs. * Ability to participate in cross functional initiatives that support the delivery of wider Compounds business goals. * Basic IT skills, particularly in the use of Excel spreadsheets. * Willingness to support the positive management of complaints to ensure that a resolution is reached by following internal procedures. |
| **Other Factors** | In the Game season there may be weekend work required. |

