



Account Manager
Champers Wholesale Limited

Purpose of Job:

To drive the performance of a defined category for the business and suppliers, identify and develop growth opportunities by working with customers to drive value, volume and profit for them as well as the company. Working cross functionally across the businesses ensuring the company objectives are aligned as fully as possible.

Building strong relationships with all the customers is extremely important for this role. Relationships with customers, commercial mindset as well as understanding consumers' wants and needs and will form a large part of your duties.

BDM duties and responsibilities

- Build and maintain long-term relationships with customers adding value to the relationship through targeted activations
- Work with customers and merchandisers and find new ways of expanding product categories
- Work with customers to enhance their offering with menu additions, in outlet POS, social media to drive consumer awareness
- Identify and develop relationships with suppliers to cross promote categories
- Research and analyse data and market insights to develop strategies and target customers
- Search for insights into consumer needs and wants and translate this into a sales plan with the customer
- Plan and implement long-term development strategies for product categories
- Strategize positioning of a product category in order to maximize its visibility
- Collaborate with the marketing team
- Research competitors and suggest appropriate pricing and promotional activities
- Calculate forecasts for product demand trends
- Manage and track budget
- Communicating with customers and external agencies
- Using analysis to ascertain the relative effectiveness of ongoing campaigns, and adjust output accordingly
- Creating social media collateral for circulation to drive awareness and growth
- Writing and editing press releases
- Attending industry events, conferences and trade shows
- Working with Brand owners, and key stakeholders to deliver objectives

CHAMPERS DRINKS

- Deliver excellent customer satisfaction and service

Experience and Requirements

- Previous working experience in a customer facing role for a minimum of 2 years
- Experience in on trade/hospitality industry is desirable
- Analytical and creative thinker
- Passionate and engaging presenter who demonstrates credibility whilst inspiring customers and consumer
- Previous experience within the hospitality industry a plus but not essential
- Computer literate in MS Office, and social media platforms
- Experience in building and manage relationships with customers and suppliers
- Attention to detail, and good sense of humour.
- Team player with strong analytical and communication skills

Structure

Reporting to: Area Manager

Contacts

Internal: Managing Director / Commercial Director
Cross functional marketing leads
Brand Team

External: Suppliers / Brand Sponsor
Customers
Key employees & influencers

Location

Crawley, West Sussex. Based remotely. Travel to the following towns: Horsham, Redhill and East Grinstead.

Personal Profile

- Bright, enterprising and highly self motivated with an engaging personality
- A proven track record of multitasking, managing pressure, and people management
- Excellent communication, presentation and interpersonal skill
- Ability to think outside the box and find creative solutions
- Able to work in a small team within a dynamic and challenging environment
- Excellent customer services mentality



Salary & Remuneration

- Casual Dress
- Flexible Schedule
- Some working From Home
- Competitive Salary
- 20 Days Holiday plus bank holidays
- Pension
- Salary upto £35K

If you think this role is perfect for you and you're looking for the next challenge, send you CV and contact details directly to our the area manager

jack@champerswholeale.com