



JOB DESCRIPTION

Job Title: National Account Executive
Reporting to: Senior National Account Manager – Multi Brand, Multi-Channel

Main Role

The key responsibility of the National Account Executive is to report to the Senior National Account Manager (SNAM) and support the sales team where required. You will be representing the various brands and brand owners of Aspects Beauty Company and Euroitalia in certain aspects relating to retail and wholesale sales through retailer distribution. This person will be required to develop an in-depth knowledge and understanding of the accounts under their remit, developing strong interpersonal contacts within the organisations and understanding how the retailers operate, their processes, strategies and new store initiatives and formats.

The role requires the day-to-day account administration, monitoring sales performance against targets, launch and promotional implementation, accurate forecasting with responsibility for merchandising, stock management and creating presentations for use in internal meetings, retailer and brand owner meetings. You will support the SNAM as appropriate.

| Tasks | Performance Criteria |
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| 1. Represent the Various Brands and Brand Owners | <ul style="list-style-type: none"> • Assist the SNAM in presenting new product launches, forthcoming promotions, and strategies on behalf of the Brand Owners to secure opening orders, brand exposure and maintain suitable stock levels in the trade. • You may present alone with your specific account responsibilities and for your personal development. These retailers are subject to change. • To act as a brand ambassador and ensure effective communication of brand values & strategy both internally and externally. • Work on developing relationships with the retailers by having regular face-to-face meetings where possible. |
| 2. Retail Targets | <ul style="list-style-type: none"> • To ensure that retail is supplied by all accounts for which you have responsibility . • To monitor retail sales by account against targets to ensure we are delivering the required level of sales, as well as identifying trends and areas of opportunity/weakness that needs addressing. • You will need to review retail sales to establish if adjustments need to be implemented to the forecast and inform the Business Analysis Team as well as SNAM. • You may be required to use RSI from Boots to supply weekly retail reports by SKU and send out with comments that are helpful for the team. |

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| <p>3. Wholesale Targets</p> | <ul style="list-style-type: none"> • To manage the forecasting and distribution of launches, promotions in allocated accounts, and basic lines to achieve targeted wholesale growth in the various accounts and the sector in general. • To ensure a balance is achieved between the core and value-driven elements of the business, where applicable. • You will be required to provide a wholesale report each week by retailer vs budget and LY, detailing comments as to how we are performing and what needs to be achieved to hit targets set. • To provide forecast in timely manner for the EuroItalia approvals as well as budgeting process for specific accounts. |
| <p>4. Supply and Delivery Issues</p> | <ul style="list-style-type: none"> • To work with the supply teams across retailers to improve our service levels, working alongside Customer Service to tackle problems and ensure we meet required delivery dates particularly for NPD. • If working on flagships and Boots, you may be required to work with the regional team, reading their weekly reports and compiling the list of actions required to support the team with stock issues. • To understand and use our systems to track where stock is and liaise with Customer Service and the teams to ensure people are kept up to date with information. |
| <p>5. Specific Account Responsibilities E-com</p> | <ul style="list-style-type: none"> • To learn the online retailers' businesses and work with their buying teams to ensure all orders come in to budget. To alert the SNAM to any challenges, gaps in wholesale to budget at the earliest opportunity and present solutions. • To prepare persuasive and engaging presentations for retailer meetings. • To develop strong relationships with their wider teams and work on building our online presence and developing our core business. • To present new brands and work with the SNAM to gain new listings for NPD. • To ensure the retailer marketing calendars are updated and their support requirements are forecast by marketing. To prepare in advance for our BRM and team meetings and support the SNAM in presenting our performance to date. • To look for opportunities within stores and to grow the brands and increase sales. • To become the eyes and ears of the SNAM and provide regular and detailed feedback on findings and suggestions for improvements. • To organise with the JNAE or to send products to buyer pre-meetings, ensuring they are received on time. • To chase for new business appointments across the brands and retailers ensuring we meet timeline requirements for presentations. • When required carry out frequent store visits to take photographs, check merchandising and stock levels, evaluate promotions, meet, and discuss needs with store staff. • To take minutes in meetings and then create effective follow-up notes which can be sent onto the retailers post meetings. |

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| | <ul style="list-style-type: none"> To attend and contribute to the Sales & Marketing/MCR meetings and weekly Sales Forecasting and Management Meetings where applicable. |
| 6. Merchandising Guidelines | <ul style="list-style-type: none"> Promote and protect our brand images at point of sale. Follow all guidelines in accordance with the merchandising guidelines and report any concerns to marketing/creative teams. Ensure duratrans in lightboxes are up to date and that POS is being used effectively. To create compliance audits post promotions to ensure the retailers have executed everything in which we have invested. |
| 7. Promotional and KPI Calendars and Associated Administration | <ul style="list-style-type: none"> Set up and update the agreed Promotional and KPI Calendars which should incorporate sales, marketing programmes, specific store plans and strategic intent all costed within the approved P&L and which back into a product forecast by SKU and monthly wholesale targets. All cost price increases, markdowns, returns are to be discussed and agreed with the SNAM in accordance with company guidelines/relevant brand manager approval. To be the first administrative point of call for day-to-day queries for designated accounts. To deal with order queries for designated accounts and to liaise with them regularly on their budgets vs. orders. To support on the chasing in of orders on basic/promo business as required. To work closely with the Customer Service team to ensure orders are received and any potential problems are flagged with the appropriate managers and SNAM. |
| 8. Retailer Training | <ul style="list-style-type: none"> To support the SNAM in liaising with the Training Team on any retailer requirements. This may include forecasting gifts to the Marketing Manager and chasing in information required for the Training Team. To liaise with the retailers, making bookings where required, check on costs and work with the team to ensure we have budgets in place As required, to pull together engagement packs which support sell-through of new products. |
| 9. Administration & Outlook calendars | <ul style="list-style-type: none"> Complete and submit all personal administration e.g., expenses, accurately and neatly and ensure they are completed in line with current procedures and submitted on time. Complete and submit all personal administration e.g., expenses, accurately and neatly and ensure they are completed in line with current procedures and submitted on time. Control personal costs and maintain them within agreed T&E budget. To chase accounts for their monthly retail results by the deadline required. Core/EDLP Sales analysis. Promotional Sales tracking. Preparation of new line forms and completion of Promotional Nomination forms within deadlines. Raising of POs for promotional fixed costs. Raising of RGAs for retro claims (subject to Head of Sales approval). |

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| | <ul style="list-style-type: none"> • Raising of internal stock requisition promo forms. • Collation of back-up activity as requested to support finance. • To support on the monitoring of stock returns/markdowns to ensure accuracy. • Collation of compliance presentations. • Support on the creation of retailer and brand owner strategy documents. • Support on the account matrices and GWP trackers. • Setting up and management of back up photo files for account promo activity and compliance. • To organise meetings, and on occasion venues, and ensure follow-up notes are accurate and sent quickly after meetings. • Compilation of brand/cycle/supplier presentations. • To ensure your Outlook calendar is kept up to date at all times to provide efficiency for the team in booking appointments. |
| 9. Market Awareness & Pricing Comparisons | <ul style="list-style-type: none"> • To support the SNAM in maintaining market awareness regarding information on developments in your sector, opportunities for new distribution and expansion, competitive information, etc. • Awareness of opportunities for publicity, promotions, demonstrations, and activity evidenced by a full and rich programme of in-store and external activity, to be agreed with marketing and in line with company strategy. • To monitor prices online of our brands and our competitors' brands and to keep a log of information which will support us in meetings with Brand Owners. |
| 10. Regular Store Visits and Field Accompaniments | <ul style="list-style-type: none"> • To conduct regular store visits to check on launches, promotions, merchandising, stock levels and to conduct field accompaniments when needed to report back and assist in specific store problems. • Develop relationships with Regional Managers to leverage opportunities at local level. |
| 11. Respect Employment Law and Health & Safety Requirements | <ul style="list-style-type: none"> • At all times, respect and follow the employment laws relating to staffing, health & safety in the workplace and the company's duty of care to their employees. |
| 12. Other Responsibilities | <ul style="list-style-type: none"> • Carry out such related tasks as may from time to time be required appropriate to the level of the role. |

I confirm my agreement to the above job description:

Signed

Name.....

Date.....