

## National Account Executive - Wholesale

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Company: Red Bull

Location: United Kingdom

Category: other-general

### **Red Bull UK is recruiting for a National Account Executive - Wholesale to be based in the UK.**

The National Account Executive is responsible for the achievement of volume, profit and net revenue targets, interacting closely with the wider Red Bull business including Field Sales, National Account teams, Logistics, Finance and Brand & Marketing teams. The strategic direction of the company is to be followed, with particular emphasis on the key pillars within the impulse channel. This Independent Wholesale NAE role supports the National Account Manager for independent wholesale, focusing on retail club development and activation across independent wholesale members and their sales teams, as well as brilliant depot execution and agreements (which will be achieved in collaboration with our RAE Field Sales function).

#### RESPONSIBILITIES

##### **Areas that play to your strengths**

All the responsibilities we'll trust you with:

Deliver business plan growth targets that are aligned and relevant to your customer's and Red Bull's priorities. Evaluation of activity within each customer with learnings applied.

Forecast, drive growth and track development of the account to be able to make well informed, accurate and timely business decisions. Ensure accurate forecasts of base and promotional volume and point of sale material, with subsequent evaluation of activities undertaken for future implementation.

Proactively manage customer contact strategy to remove obstacles to progress. Timely meetings with key contacts to ensure development of overall business plan in conjunction with the National Account Manager. Contacts will include, but not be limited to: buying group members and their buying departments, owners of businesses, retail & marketing teams within customer accounts, depot managers and operations managers.

Build and maintain internal contact strategy to help meet overall account KPI's. To include collaboration with field sales (RAE's and strikers), category marketing, logistics, finance, brand & consumer.

To become an expert in category, consumer and customer, covering both your customer and Red Bull. Positive decisions made based on insight, both sought independently and made available. Work closely with internal category contacts and be able to utilise data and insights confidently.

To be a brand advocate to your customer, the trade and Red Bull, and mirror the brand values in order to deliver enhanced brand perception at all times.

Proven account development skills

Evidence of utilising and driving a customer contact strategy

Excellent communication, organisational and presentation skills

Proven ability to handle, evaluate and utilise sales data and insights effectively

Experience of negotiation and trading matters to a reasonable level

Evidence of supporting, executing and delivering business plans and/or KPI's

Self-starter with a focus on results and the customer

Proven track record of achievement

Travel 50-60%

**National Account Executive - Wholesale**

Red Bull

**Giving wiings to people and ideas since 1987**

In the 1980s Dietrich Mateschitz developed a formula known as the Red Bull Energy Drink. This was not only the launch of a completely new product, in fact it was the birth of a totally new product category.

What drives us Chasing our potential

Since the early days of Red Bull, an entrepreneurial mindset has always guided our approach to work and the environment we create:

Meaning

**Find your meaning and use your strengths to achieve it!**

The bigger reason why you work. To contribute and add value to something or someone.

Freedom & Responsibility

**Take real responsibility for yourself and your work.**

To have the freedom to work on something the way you want to.

Mastery

**Love life, love work, love to challenge yourself!**

Turn your talents into strengths to become excellent at what you do.

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