



JOB TITLE: National On-Premise Account Manager
EXEMPTION STATUS: Exempt
DEPARTMENT: Sales
REPORTS TO: VP of National Accounts
DATE APPROVED: 10/13/2017

SUMMARY: The National On-Premise Account Manager is responsible for the communication link with key distributor On Premise personnel, as well as our National On-Premise Agency Team (The Mark Wine Group) regarding account programming, account compliance gaps, marketing strategy, and pertinent pricing issues. They are also responsible for supporting the corporate brand strategy and building our account base and overall business in both targeted National Accounts (in partnership with our National OP Broker Team), as well as core Regional Accounts.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- **40%**- National Chains working in coordination with The Mark Wine Group (*On-Premise Broker*)
- **30%** - Regional Chain Calls
- **20%** - Work with Distributors on Execution of National Chain Programs & driving Regional activity and managing the distributor national account teams and leadership
- **10%** - Dot.com and Transportation Business

KEY RESPONSIBILITIES:

- Key communication with the Mark Wine Group - example – Brand updates, Programs, Distributor changes
- Work with Key Distributor OP Teams to develop Regional Accounts and make direct calls for an assigned group of accounts
- Inventory management to *avoid* OOS situations of all programs
- OOS Response & Follow Up for Regional and National Programs
- Create and manage the implementation of marketing programs and initiatives
- Pricing – Manage State by State pricing and quarterly updates of pricing Grid
- Distributor Management of all programs - drive them to do training, maximize placements and yes, call on regional accounts
- Liaison between the OVD sales team and the MWG team
- Attend Key National Account calls and events with MWG
- Help with the creation of tools we needed to market and sell more efficiently = On Premise 360° Marketing for core brands
- Approval of Menu support and invoices and management of budgets
- Brand/product expert for the MWG to tap into for ideation - control labels, marketing initiatives, brand resources, etc.
- Hospitality requests

QUALIFICATIONS:

- Bachelor's Degree in Business Administration or related field.
- Relevant work experience in wine sales, including managing both On-Premise national accounts
- Distributor sales experience a plus with relationships with YMCO, Breakthru Beverage, Southern Glazers Wine and Spirits, and RNDC a plus
- Hands-on experience with creating 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.
- Highly organized with keen attention-to-detail.
- Effective time and project management skills.
- Experience in negotiating pricing, programming and budget analysis.
- Must be able to manage a turn-key operation.
- High computer literacy with proficiency in Microsoft Office software applications (Word, Excel, PowerPoint, Explorer, etc.). Familiarity with market research tools including BDN/Diver and ACNielsen.
- 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!

Must pass a comprehensive background check and drug screen.

The employee is expected to adhere to all company, federal and state food safety regulations and policies.

This organization participates in E-Verify.