



National Account Manager (NAM) **(Makes Deals)**

Ella's Background

Part of the Hain Celestial Group family of brands, Ella's Kitchen's mission is to help little ones grow up happy, healthy, and never hungry. Set up in 2006 by Ella's Dad Paul Lindley, the company prioritises health and nutritional value, but never at the expense of taste or convenience. Ella's Kitchen strives to be good in every sense, offering healthy, handy, and fun food that doesn't cost the earth. In 2016, Ella's Kitchen certified as a B Corporation, a global movement of pioneering companies that are using their business as a force for good. By certifying as a B Corp, it reinforces that the business is meeting rigorous standards of social and environmental performance, accountability, and transparency.

We are looking for someone brilliant who believes in our mission and can live and breathe our values. At Ella's Kitchen, we are guided by our values; they set the tone of our culture and we look out for newbies who will be a natural fit to our values and complement and contribute to our business.

About The Hain Celestial Group

Hain Celestial Group is a leading health and wellness company whose purpose is to inspire healthier living for people, communities and the planet through better-for-you brands. For more than 30 years, our portfolio of beloved brands has intentionally focused on delivering nutrition and well-being that positively impacts today and tomorrow. Headquartered in Hoboken, N.J., Hain Celestial's products across snacks, baby/kids, beverages, meal preparation, and personal care, are marketed and sold in over 75 countries around the world. Our leading brands include Garden Veggie™ snacks, Terra® chips, Garden of Eatin'® snacks, Earth's Best® and Ella's Kitchen® baby and kids foods, Celestial Seasonings® teas, Joya® and Natumi® plant-based beverages, Greek Gods® yogurt, Cully & Sully®, Imagine® and New Covent Garden® soups, Yves® and Linda McCartney's® (under license) meat-free, and Alba Botanica® natural sun care, among others.

Our Commitment To Equality, Diversity And Inclusion

At Ella's Kitchen, we are committed to promoting and enabling a positive culture where everyone can be themselves and diversity of thought is welcomed.

We give a full and fair consideration to all applicants regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership, and pregnancy and maternity.

If you need reasonable adjustments made to the recruitment process, please let us know so we can support you in the right way.

Location: Near Henley-on-Thames - you'll be able to work flexibly between home and our lovely Barns (minimum of 2 days per week).

Reports to: Customer Controller - Sainsburys, Waitrose M&S

Contract: Full time, Permanent, Monday - Friday 9am-5pm

Purpose of role

- Take the lead on a 2 National accounts and own these relationships with the support and guidance of the Grocery, Discounters & Ecom Sales Controller
- Build strong relationships within our team, influence and challenge us to make the right decisions and help support us landing our ambitious growth plans
- Gain a real understanding of your customers strategies & goals and align them to our plans
- Create imaginative, ambitious and commercially sensible plans for your customers
- Provide wider support when needed across the deals team to ensure we hit the basics with our customers and internally.

Role activities / responsibilities:

1. Revenue + Profit delivery:

- Deliver to UK NSV, TI (trade investment), Contribution (profit) and Share targets
- Ensure TI is managed effectively, making clear decisions and recommendations on sales and profit ROI improvement.
- Help launch and ultimately manage our new revenue streams as they come to life (new brands, new categories + NPD)
- Implement agreed Cost Price Increase in accordance with business requirements as and when needed.

2. JBPs:

- Build amazing JBP's that motivate our customers, excite our consumers and deliver the targets we set ourselves as a business
- Identify elements of a JBP that need to be dialled up or down to achieve results, thinking not just about the next year, tying your plans to wider business 18-month objectives.
- Use our internal tools to build bottom-up plans at a SKU level, making recommendations on investment choices
- Own, build and continuously track the full financial P&L
- Consider how the plans you're building can impact the rest of the business
- Reflect on the total channel mix of your customers in your JBPs
- Ensure plans are delivered in a timely manner; allowing time for internal alignment/sign off whilst hitting retailer timelines

3. Sales fundamentals:

- Devise, forecast and achieve NPD distribution targets.
- Work with the Category Team to deliver relevant category management/insight to help deliver targets and be a reliable category partner for our customers.
- Ensure all plans are aligned to our promotional strategy, BUT don't be afraid to challenge and change if it's the right thing to do
- Maintain high forecast accuracy standards in your account so that we can hit total business targets.
- Complete monthly re-forecasting cycles with our Demand Planning team, owning your number, and preparing for bi-weekly, monthly and quarterly cycles.
- Identifying and maintaining risks and opportunities to your forecasted demand plan

4. Customer Management:

- Build and manage the contact strategy for your customers (commercial, formats, commercial finance, supply chain, shopper marketing...)
- Establish and maintain great relationships with your buyers and commercial contacts.
- Make sure we're the brand that challenges customers but isn't the painful one to deal with - listen, communicate and respond to challenges in a timely fashion.
- Ensure that we are tailoring our Brand plans to make it easy for our customers to deliver them in their own way. You'll need to achieve this by working with our Friends (Marketing) with Shoppers team (Shopper Marketing), so we can do it in a truly Ella's way

5. You:

- Know your stuff - internal goings on, numbers, our customers and the market
- Be willing to step back and look at things differently when required
- Share best practice with your fellow Dealers and the wider business
- Live our values both internally and externally
- Be willing to make sure when we do things, we do it in an Ella's way - thinking about the personality of the brand and how we bring it to life for our team, customers and consumers

You will need to:

- Embrace, embody and exude all that is special and unique about Ella's Kitchen
- Have solid experience of National Account Management (preferably within FMCG)
- Have experience of developing, managing and leading Joint Business Plans (JBPs)
- Have excellent commercial + numeracy skills
- Have awesome relationship building skills
- Be a brilliant communicator
- Be a proactive thinker
- Be able to thrive in an entrepreneurial + exciting environment
- Have a results focussed mind-set with the ability to "never never give up" when it comes to finding solutions
- Be able to influence cross-functionally
- Demonstrate your ability to live and breathe our values and be a passionate brand ambassador

And What You'll Get In Return:

- Bucket loads of training and development, supporting your career pathway
- Competitive salary
- Discretionary bonus scheme
- A Box of Treats, including private medical, dental, pension, life assurance, 25 days holiday and the ability to buy more, high street discounts, amazing wellbeing events, Give It A Go days... to name but a few!
- A really awesome place to come to work ... our beautiful Barns in the Oxfordshire countryside, but the flexibility to achieve a good work/life blend