

**High Street National Account Manager**

**About Ella’s Kitchen**

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 of winning together, owning it, fostering inclusion and being curious.

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:** National Account Manager (Makes Deals)

**Direct Reports:** None

**Contract:** Full time, Permanent

**Purpose of role**

* Lead and manage your account(s) and own this relationship with the support and guidance of the Ella’s Kitchen Sales Controller
* Support, inspire, excite and motivate your customers and fellow Dealers, knowing and demonstrating what it takes to help us be best in class
* Provide category management support for the High Street and Convenience channel
* 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.
* Inspire, excite and motivate our convenience distributor so that they live our values, understand our brand + are set up to deliver growth
* Ensuring we have the right route to market strategy, to meet and exceed sales and profit targets
* Shape our convenience Baby Strategy, exploring options to take our Hain Baby Brands around the world

**Role Activities / Responsibilities:**

1. **Customer Management & Sales Delivery (60%)**

* Help us to deliver our UK Net Sales targets in line with our budgets
* Bring to life our commercial and brand plans in your customer(s)
* Ensure our trade spend is managed effectively in your customers, ensuring we spend it on the right activity that achieves against our objectives
* Build great relationships with our customers through a clear contact strategy so that we are the brand that challenges our customers, but isn’t the painful one to deal with – ask questions, listen, understand and communicate effectively internally and externally in line with our values
* Support our Dealers with helping us track to the plans we have in place
* Forecast your customers’ needs ensuring we have great forecast accuracy

1. **Sales Fundamentals / Reporting & Tracking (30%)**

* Work with our category and marketing teams to deliver timely category management/insight to help deliver targets and help stand us apart from the rest of our competition
* Help us to accurately reporting sales data (weekly sales number, forecasting, trade spend, promotional performance) and challenge us if you think we can improve and change what we do
* Manage and contribute to a broad range of cross functional projects including new product developments and reviewing how we are performing in the market
* You are the eyes and ears of your customers. You stay up to date with what is going on in store with frequent store visits and news updates and report your findings back to the team.

1. **Joint Business Plan’s (10% time)**

* Help us to build amazing JBP’s that motivate our customers and deliver against the targets we set ourselves as a business
* Take the time to think about which elements of a JBP need to be dialled up or down to achieve results, thinking not just about the next year, but also how these plans could impact us in the future and across the rest of our business
* Support us with building bottom up plans at a SKU level to ensure we’re making the right choices not only commercially but for our families who buy Ella’s products
* Ensure plans are delivered in a timely fashion; allowing time for internal alignment/sign off whilst hitting retailer timelines

**You will need to:**

* Have experience managing customers, delivering commercial plans and results
* Be passionate for the brand and what Ella’s stands for – improving children’s lives through healthy relationships with food and using business as a force for good.
* Have a willingness to learn and be challenged to think differently
* Embrace, embody and exude all that is special and unique about Ella’s Kitchen
* Have excellent commercial & numeracy skills
* Have awesome relationship building skills and top notch questioning skills
* Be a brilliant communicator & networker
* Be a proactive thinker and able to make the time to think about what we’re doing
* Be able to thrive in an entrepreneurial and exciting environment
* Influence others through your flexible style
* Have a results focussed mind-set with the ability to “never never give up” and find solutions to challenges
* Have a great grasp of MS Office (Excel in particular)

**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