



Job title	<i>National Account Manager</i>
Reports to	<i>Director of Branded Sales</i>

National Account Manager Position Summary

The National Account Manager Position acts as a leader for our client's businesses and will work with many cross-functional teams including Order Entry, Demand Planning, Marketing, Finance, and Supply Chain to ensure the business runs smoothly and continues to grow at a high rate. The National Account Manager is responsible for sales growth, profitability, and analytics, requiring attention to detail and strong communication skills.

National Account Manager Duties and Responsibilities

The National Account Manager reports to the Director of Branded Sales

- Drive revenue, profit, and market share.
- Develop, manage, and analyze account-specific sales and promotional plans, within budget.
- Become immersed and educated in all of the company's product categories.
- Collaborate with internal departments, e.g., finance, demand planning, and supply chain to become more efficient and reduce costs.
- In conjunction with Demand Planning, develop product forecasts that incorporate promotional plans and spending.
- Actively participate in scheduled internal/external weekly, monthly, and annual sales/planning meetings, preparing in advance to share relevant and beneficial information.
- Develop & strengthen internal account contacts to enhance the company's connections and knowledge to keep abreast of strategic platform changes.
- Performs all other duties as assigned by Supervisor

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.



National Account Manager Qualifications

- 5 years of sales leadership experience in a Consumer-Packaged Goods (CPG) company. Experience in frozen food is a plus.
- Proven success in managing Broker partners
- Proven track record in Fact-Based Selling (analyzing data, developing story, presenting and implementing strategies) that have created demand and maximized sales while maintaining profit margins. Develop and embrace data from various sources to continue winning growth and customer service.
- Experience in the following areas:
 - Sales and negotiation
 - Time Management
 - Project Management
 - Sales forecasting
 - Trade fund management
 - New business development
- Must be able to work with speed and embrace agility to drive results
- Must have effective communication, interpersonal, computer, and organizational skills
- Ability to work in a fast-paced, high-energy environment
- Ability to work well under stress and handle multiple tasks
- Willingness to travel up to 30% as needed

Benefits

- 401K with a generous match
- Vacation
- Insurance (Health, Dental, Vision, Disability, Life)
- Bonus Plan
- Unique Wellness Incentives

Why Hudsonville Ice Cream?

At Hudsonville Ice Cream, we offer a first-class work environment with a real family feel. We appreciate and recognize the hard work, and dedication of our team members. We firmly believe that our employee's fiscal, physical, and mental health are essential elements to our organization's overall success. It is with this philosophy in mind that we offer a competitive wage and benefits package that starts day one. Moreover, Hudsonville Ice Cream is committed to its team members continual growth and development.