



POSITION DESCRIPTION

POSITION TITLE: National Account Manager- MASS
DEPARTMENT: Retail Sales

FLSA STATUS: Exempt

REPORTING RELATIONSHIPS

POSITION REPORTS TO: Director of Retail Sales - Mass

POSITIONS MANAGED: None

POSITION PURPOSE

The National Account Manager-MASS is responsible for managing and engaging strategic mass retail accounts, resulting in the sales of Bona products. Responsibilities specifically focus on maintaining, developing and growing the existing mass accounts, such as Walmart. This individual is also responsible for coordinating new item introductions to the mass channel and effectively communicating to Sales Management, Marketing, Product Management and Account Services on a timely basis. This person is also responsible for contributing to a positive work environment.

POSITION QUALIFICATIONS AND JOB DUTIES

QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Minimum of a B.A. in a business discipline.
 2. Must have 2-3 years experience in consumer products industry with customer facing corporate mass retail channel customers (Walmart experience is preferred).
 3. Must have 2-3 experience as an Analyst, Category Manager, or Account Manager
 4. Experience with customer portal systems such as Walmart Retail Link, Target POL, and/or Meijer Vendornet for POS sales, replenishment, contracts, and item set up/maintenance.
 5. Experience using IRI/Nielsen syndicated data to drive sales/category decisions with mass channel customers.
 6. Experience with negotiating and fulfilling national retailer contracts.
 7. Must demonstrate self-motivation, enthusiasm, organization skills, and be goal-oriented
 8. Must demonstrate effective verbal and written communication presentation and problem solving skills.
 9. Able to travel up to 25% of the time. (Denver, Colorado, Minneapolis, MN, Grand Rapids, MI and other locations as the job requires.
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JOB DUTIES:

1. Prepare and deliver account presentations utilizing all Sales & Marketing data as well as syndicated data (IRI/Nielsen, consumer research, etc) and Retailer specific data (Retail Link, Target POL and/or Meijer Vendornet).

2. Develop and manage account promotional plans according to channel strategies set by Mass Team Lead.
3. Prepare sales projects, management reports and budgets.
4. Communicate activities, both verbally and via monthly written reports, with sales, account services and product management on a timeline basis.
5. Manage brokers (when applicable) to implement company sales plan.
6. Manage business growth within trade budget and profit guidelines set by Mass Team Lead.
7. Manage retail objectives including distribution of new items, negotiating promotional assets, shelf space management and brand established pricing strategies.
8. Provide accurate and timely information on competitive activity and retail conditions to Mass Team Lead with recommendations on holding and gaining share within our categories.
9. Provide monthly sales, share, and brand updates to assigned customers in mass channel.
10. Conduct quarterly in person HQ meetings with retail buyers.
11. Collaborate with internal departments and build cross functional relationships at retail HQ in marketing, ecommerce, replenishment, etc.
12. Penetrate new accounts and build and develop customer relationships
13. Able and willing to work necessary hours to meet all project deadlines, travel when necessary.
14. Develop mutually beneficial, respectful, and effective relationships with peers to ensure seamless coordination between departments, maximize synergy, and maintain a shared vision, strategy, and focus.
15. Other Duties- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

CORE COMPETENCIES

1. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group presentation skills, presents information and numerical data effectively, and actively participates in meetings.

2. **Professionalism** - Upholds organizational values, demonstrates sound business ethics, works with integrity and ethically in all situations, and treats others with respect and consideration at all times regardless of their status or position. Accepts responsibility for actions, reacts well under pressure, follows through on commitments, and demonstrates consistency between words and actions.
3. **Team Player** - Identifies with the larger organizational team and their role within it by balancing team and individual responsibilities, sharing resources, responding to requests from other parts of the organization, supporting larger legitimate organizational agendas, and putting the success of the team above personal interests. Exhibits objectivity and openness to others' views, gives and welcomes feedback, contributes to building a positive team spirit, recognizes accomplishments of other team members, and builds morale and commitment to goals and objectives.
4. **Adaptability** – Utilizes a flexible approach or method to best match the environment, situation, or person. Manages competing demands and is able to adapt quickly and positively to frequent changes, delays, or unexpected events.
5. **Customer Orientation** – Views the organization through the eyes of the customer, anticipates and meets customer needs, solicits customer feedback to improve service, responds promptly, and effectively manages difficult or emotional customer situations
6. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions. Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks
7. **Initiative** – Operates in a proactive manner, identifies needs and opportunities, calculates risks, and takes independent action. Undertakes self-development activities, seeks increased responsibilities, asks for and offers help when needed, and volunteers readily.
8. **Motivation** – Presents information and ideas in manner that excites others, sets and achieves challenging goals, demonstrates persistence and overcomes obstacles, takes calculated risks to accomplish goals, and measures self against standard of excellence.
9. **Organizing and Planning** – Plans, organizes and effectively manages to maximize efficiency and productivity. Sets goals and objectives, prioritizes and plans work activities, identifies specific action steps and resources, anticipates problems and develops contingency plans.
10. **Problem Solving & Decision Making**– Able to identify problems, solve them, and show good judgment by isolating causes from symptoms, gathering information from a variety of sources, compiling information and solutions, involving others as appropriate, readily

committing to action, and making decisions that reflect sound judgment in a timely manner. Able to identify and choose between multiple options, work well in-group problem solving situations, understand consequences of potential decisions, and support and explain reasoning for decisions.

11. **Sales/Persuasion** – Establishes rapport and trust while determining customer needs, presents products or services that address the customer’s needs, overcomes objections, offers alternatives, persists and closes while maintaining rapport, and exerts influence over outcome through trust and competence.
12. **Technical Expertise** – Maintains the minimum knowledge and skills required for the position, assesses strengths and weaknesses, pursues training and development opportunities to continuously build skills, and serves as a resource for the organization.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS

1. Must be able to remain in a stationary position 50% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 50% of the time.
3. Must be able to move within the office and plant to reach file cabinets, office machinery, etc.
4. Must be able to use dexterity to handle small safety equipment and/or hazardous material.
5. Must be able to lift and carry 15-25 pounds and frequently move equipment weighing up to 40 pounds.
6. Must be able to communicate effectively by listening and in both written and verbal forms.

WORK ENVIRONMENT

1. Generally, works in an office environment but may occasionally be required to perform job duties outside of the typical office setting.
2. This position regularly requires large amounts of time to be spent using and viewing computer screens and equipment, which generally entails regular and repetitive motions.
3. May occasionally be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations

SIGNATURES

This job description has been approved by all levels of management.

Manager Signature: _____

Date: _____

Human Resources Signature: _____

Date: _____

The employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

Employee Signature: _____

Date: _____

Bona US is an at-will employer. Therefore, both the employee and the employer retains the option of ending the employment relationship with the Company at any time, with or without notice or cause. Neither this document nor any other oral or written representations may be considered a contract for any specific period of time.