



SOFT FRUITS

the **berry** specialists

Job Title: Account Executive

Reporting to: National Account Manager

Direct Reports: 0

Hours: 8am – 5pm Mon – Fri and weekend cover on a rota basis

Location: Orchard Farm, School Road, Salford Priors

Job Purpose: To support the effective management of our commercial accounts.

Main duties and responsibilities:

- To build and maintain customer relationships.
- To respond to customer queries and resolve any issues.
- To prepare daily order forecasts.
- To prepare and report on service level analysis.
- To prepare product briefs for the operations team.
- To analyse market data using Kantar WPO and prepare retailer presentations.
- To undertake and report on weekly retail reviews and customer bench marking.
- To maintain appropriate financial records.
- To provide general administrative support for account managers.
- To undertake any other duty commensurate with the role



Person Specification

	Essential	Desirable	Assessed
Education			
Minimum GCSE grade A-C or equivalent in maths and English.	X		Application
Degree in Business Administration/Sales or Marketing		X	Application
Experience			
Proven experience in sales or marketing	X		Application/Interview
Proficiency in Microsoft Office applications	X		
Advanced proficiency in Microsoft excel		X	Application/Interview/Test
Knowledge of retailer market share and category values		X	Application/Interview/Test
Skills			
Effective verbal and written communication skills	X		Application/ Interview/Test
Ability to work flexibly outside of normal office working hours	X		Application/Interview
Attention to detail and accuracy	X		Application/Interview
Ability to prioritise own workload	X		Application/Test
Ability to use initiative and as part of a team	X		Application/Interview



Angus Soft Fruits Company Values and Behaviours

Integrity – we do the right thing; we meet industry standards

- Demonstrates an honest, ethical and authentic approach
- Honours agreements and so forms reliable, long term relationships
- Remains polite, courteous and respectful at all times
- Gives and receives objective, constructive feedback
- Trusts the team to deliver results
- Has an open and honest conversation to improve performance when necessary

Exceed – we over deliver

- Sets clear SMART targets and priorities
- Explores opportunities to exploit ASF points of difference
- Ensures colleagues have personal development plans
- Works with customers and colleagues to solve challenges
- Takes a positive approach and focuses on being the best

Efficient – as experts we continuously seek to improve our supply chain processes and costs

- Is organised and does the right thing at the right time
- Communicates clearly and concisely
- Looks to simplify work and make things more efficient
- Keeps commitments made to colleagues and customers
- Avoids unnecessary waste and costs to improve profitability
- Prepares well for meetings, manages the agenda and follows up on actions

Innovate – we develop new varieties and other creative approaches

- Encourages new ideas
- Challenges the status quo
- Understands our market place; customers and consumers
- Encourages people to take a wider view eg by shadowing colleagues in other parts of the business
- Is brave to try new ways of working
- Finds ways to promote the products as part of a healthy lifestyle

Collaborate – we work closely with colleagues, customers and suppliers to build long term relationships

- Treats people like people rather than costs
- Builds meaningful, supportive relationships
- Ensures everyone has clear roles and responsibilities
- Listens and uses appropriate words and body language
- Is positive, motivational and enthusiastic; a good role model
- Presents solutions to problems and challenges
- Works together as One Team to achieve results
- Praises and celebrates successes



