

JOB TITLE:	National Account Manager
REPORTS TO:	Commercial Director, Retail and Wholesale
BUSINESS AREA:	Commercial
DATE AMENDED:	August 2020

Zentiva Pharma UK Ltd is a leading manufacturer of generic pharmaceutical products throughout the UK and Europe. With more than 4,700 people across 30 countries and 3 production sites in Prague, Bucharest and India, we strive to be the champions of Generics and Over The Counter (OTC) medicines to better support people's daily healthcare needs.

JOB PURPOSE

- To achieve the sales & margin Company targets, as set for retail and wholesale
- To demonstrate growth of generic pharmaceuticals within National & Regional Retail and Wholesale Accounts
- To understand the key needs of the customer and build and develop aligned strategies that deliver year on year growth
- To support in the delivery of the Full Potential Plan (FPP), securing our commitment to long term business growth
- To develop constructive internal and cross- functional relationships with key departments to facilitate the development of business opportunities
- To optimize commercial opportunities in all activity

KEY RESULTS/ACCOUNTABILITIES

- Take ownership and accountability for all activity within assigned National and Regional Accounts
- Work with Commercial Director to execute on strategies to deliver company growth targets and market share gains
- Negotiate annual BDI's to successfully deliver year on year growth
- Plan, organise and prioritise time and resource to meet deadlines within a fast paced, evolving environment
- Track, measure and evaluate sales metrics and trends
- Disseminate up to date market intelligence and customer insight to ensure accuracy in Sales and Business Development decision making
- Keep abreast of industry best practices and continually strive for improved ways of working and delivery of results
- Use robust analytical skills to effectively anticipate and identify opportunities/issues that may affect business performance
- Instigate and manage solutions to address business issues and continuously measure their impact.
- Use an 'exploring mindset' to develop and evolve Sales plans to continually strengthen the Zentiva UK business
- Prepare in detail for Company meetings, ensuring accuracy of data, high contribution of ideas and well thought out solutions to identified issues.
- To develop highly effective internal and cross- functional relationships:
- Work closely with Customer Services to ensure exceptional service to the customer base, assisting with complaints when required to ensure timely closure.
- Work closely with Supply Chain to ensure accurate forecasting, reducing overstocks and sell through of short expiry dated stock.
- Work closely with Finance, ensuring that our customers are purchasing within credit limits to avoid any orders being held, and ensuring rebate accruals are accurate
- Work closely with Scientific Affairs to ensure 100% compliance in working practices
- Work closely with Business Development, Business Excellence, CCG and hospitals teams on promotional work, feedback on pricing and market insights
- Work closely with the warehouse to ensure end to end delivery is timely, assisting with booking in slots when required.

KEY WORKING RELATIONSHIPS

INTERNAL

Work cross functionally with internal teams including Customer Services, Supply Chain, Finance, Scientific Affairs, Business Development, Business Excellence, CCG and Hospitals

Work collaboratively with Customer Services in the management of Accounts to ensure that an outstanding service is delivered to the customer

EXTERNAL

Grow and maintain strong customer relationships

SKILLS, EXPERIENCE & KNOWLEDGE REQUIREMENTS

- Record of success working in the generic pharmaceutical industry at National Account Level.
- Essential national account management experience with one of the National Generic Wholesalers
- Proven commercial acumen, with clear understanding of the business market dynamics
- Understanding of the dynamics of future health markets – influencing future trends, with first class experience in the health authorities environment
- Strong communication skills and demonstrated ability to work collaboratively with and influence key stakeholders across the business and at all levels
- Excellent and proven negotiation skills
- Expertise in creatively analysing business opportunities in order to deliver outstanding business solutions.
- Exceptional generic product knowledge
- Proven experience of negotiating BDI/rebates at national account level.
- Proven track record of successful sales results and ability to meet or exceed objectives
- Understanding of ABPI Code of Practice and all corporate policies and their practical application
- Highly analytical and IT competent
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ZENTIVA CORE VALUES

Be connected- one team, working with mutual respect and professionalism

Be creative- strive for continuous improvement, grow through new ideas and insights

Be inclusive- build on the strengths of individuals and teams

Be responsible- always do the 'right thing', working in a compliance environment

Be fast- Be decisive, energise teams and outpace our competitors

Be lean- Make every £/Euro count

Approved

Date:	
Job holder:	
Manager:	