

Job Description

Basic Job Information

Job Title	Central Account Manager
Brand/Function	Volkswagen Commercial Vehicles
Department	Sales
Job Grade	D1
Location	Blakelands
Role Reports to	National Fleet Manager
Direct Reports	0
Budget Accountability	None

Job Purpose

Provision of support to National Fleet Manager, Key Account Managers and Area Fleet Managers, in relation to customer contracting process in Atomium, tender response management, and direct customer financial processes.

Responsible for all fleet customer data management within the Volkswagen Commercial Vehicles Fleet team, ensuring that True Fleet planning, forecasting and contractual objectives are met, and that all customer data is maintained in Salesforce.

Responsible for developing, maintaining and continuously improving processes that underpin relationships with Key Account and Rental customers, ensuring that all administrative aspects of the relationship support maintenance of a strong working relationship between Volkswagen Commercial Vehicles and its customers.

Key Areas of Responsibility

- To work with brand Product and Planning team to propose and agree, with Factory, Planning Round True Fleet volumes and market share targets on behalf of the brand.
- To negotiate and agree, with brand Product and Planning team, True Fleet budget and monthly sales volume re-forecasts.
- To track brand True Fleet performance against sales volume and order take objectives by model and channel. Where performance is behind target to identify opportunities for improvement and work with Fleet sales and tactical teams as necessary to implement corrective actions
- To manage the provision of data into the weekly sales forecasting process to collectively ensure with other stakeholders the achievement of agreed market share and volumes whilst taking into account all variables (supply, stock and tactical).
- Working with stakeholders in brand, group and suppliers taking an active role in the establishment of the new processes, technology, ways of working and rules of engagement to support brand True Fleet performance.
- To maintain a strong commercial understanding of both the market and competitors and be quick and agile to respond accordingly.

- To act as a key administrative contact for the customer within the brand, assuming ultimate responsibility for the provision of all data and processes that facilitate sales and customer retention.
- Responsible for direct customer engagement, where necessary visiting customers to implement processes or resolve queries.
- Responsible for working with Group Fleet Colleagues and The Fleet Business Centre to ensure that all processes are maintained.

Compliance Responsibility

Working Relationships

- Sales team
- Product Planning team,
- Sales Operations Fleet sales and all other sales channel owners,
- Group Vehicle Logistics
- Fleet Business Partner network

Skills

- Ability to effectively engage and communicate with a diverse range of stakeholders within the retailer fleet businesses and the brand in a variety of business settings ·
- Excellent analytical skills with a logical and methodical approach
- Highly numerate
- Strong and clear communication skills
- Ability to influence and negotiate to a senior level
- Ability to identify risks and opportunities and plan to address both
- Highly organised and high attention to detail

Experience

- Demonstrate commercial acumen and market insight experience
- Experience in engaging key stakeholders
- Core management competencies already well developed

Qualifications

Career Pathways

Version Control

Date	Version No.	Reviewed by	Comments/Action

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