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# Example of Senior National Account Manager Job Description

Our company is growing rapidly and is hiring for a senior national account manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for senior national account manager

* Develop sales strategies, programs and plans
* Develop/manage account-specific promotional plan, coordinating with finance, trade marketing, marketing and sales management to align with brand strategies and advertising plans as appropriate
* Establish appropriate account contacts and maintain an effective and appropriate call program
* Solution focused approach
* Work with TIR and Client titles, internally and externally, to develop sales & marketing programs to drive sales
* Build account relationships through consistent contact with magazine and book buying teams and establish a rapport with other departments
* Monitor and communicate information across TIR on, and suggested tactical responses to, Walmart’s activities and plans that potentially affect titles and profitability
* Ensure all account admin is completed on time and in full (New line forms, Money Off, Accruals, debit notes etc)
* Actively seek & position new concepts and strategy's with agreement with Customer Marketing Manager’s, driving the digital agenda
* Develop new Client relationships and manage those effectively

## Qualifications for senior national account manager

* Demonstrated ability to work closely with distributors and effectively pull through the business
* Minimum of 5 years Home Appliance Sales experience
* The ideal candidate must have excellent customer relational skills, both at the account and internally at LG
* Working knowledge of MS Office (Advanced MS Excel, Powerpoint)
* Teamwork and collaboration – Creates an atmosphere of openness and trust
* Negotiate and align joint business plans with e-retailers to create strong relationships with regular reviews of joint KPIs