

Regional Account Manager (RAM) Job Description

Job Title: Regional Account Manager

Department: Sales and Marketing

Reports To: Director of Sales

Grade 11

FLSA Status: Exempt Salaried

Prepared By: Virginia King

Prepared Date: 2-8-09

Summary

Represents Winchester with respect to the promotion of sales and service of all product lines at our key strategic customers. Accomplish our vision and mission through leadership, teamwork, personal growth, integrity, respect, and passion.

Essential Duties and Responsibilities include the following, but not limited to:

1. To work with Platinum and Gold customer segments, creating solutions for our customers and opportunities for Winchester.
2. To establish long-term relationships with key personnel in commodity management, design engineering, research and development, manufacturing, quality management, and procurement.
3. Direct and manage customer activities worldwide.
4. Ensure appropriate resources are allocated to the customer.
5. Develop a working knowledge of the customer including, but not limited to:
 - a) *Position within the marketplace*
 - b) *Strengths and weaknesses*
 - c) *Present technology*
 - d) *Future technology*
 - e) *Corporate strategy*
6. Develop and maintain a strategic plan by building a profile of the customer including headquarters, global operations, design centers, available interconnect spend, what is needed to grow Winchester business, and estimated revenue both short term and long term.

7. Develop an understanding of our competitors' strengths and weaknesses at each location.
8. Develop an overall recognition and awareness of Winchester's value as a leader in the manufacture of interconnect solutions.
9. Work with Commodity Management to understand and develop a business strategy that promotes our value and increases our share of business.
10. To be involved in new product development by offering design solutions, quick turn-around prototypes and first articles, global supply chain support, and global manufacturing. This is essential to long-term growth.
11. Negotiate and manage annual contracts and pricing agreements.
12. Coordinate customer annual planning and quarterly reviews.
13. Visit each key location of customer globally on a regular basis.
14. All other duties as assigned by management.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Supervisory Responsibilities

Must be able to communicate the needs of the customer and lead the necessary teams within Winchester.

Education and/or Experience

Master's degree (M. A.) or equivalent; of four to ten years related experience and/or training; or equivalent combination of education and experience.

Computer Skills

To perform this job successfully, an individual should have knowledge of Microsoft Office and the ability to grasp new software programs rapidly.

Language Skills

Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to develop PowerPoint presentations and effectively present information to customers, management, public groups, and/or boards of directors.

Mathematical Skills

Ability to calculate figures and understand forecasts, margins, and percentages.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data.

Problem Solving - Works well in group problem-solving situations; Uses reason even when dealing with emotional topics.

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and within budget; Manages project team activities.

Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Visionary Leadership - Displays passion and optimism; Inspires respect and trust; mobilizes others to fulfill the vision; Provides vision and inspiration to peers and subordinates.

Change Management - Develops workable implementation plans; Communicates changes effectively; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results.

Delegation - Matches the responsibility to the person; Sets expectations and monitors delegated activities; Provides recognition for results.

Leadership - Exhibits confidence in self and others; Inspires and motivates others to perform well; effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others.

Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Cost Consciousness - Works within approved budget; Develops and implements cost-saving measures; Contributes to profits and revenue; Conserves organizational resources.

Diversity - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; educates others on the value of diversity; promotes a harassment-free environment; Builds a diverse workforce.

Ethics - Treats people with respect; Keeps commitments; inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.

Safety and Security - Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions; Uses equipment and materials properly.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals. Completes tasks on time or notifies appropriate person with an alternate plan.

Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

Physical Demands The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Reasoning Ability

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.