

Job Title:
Reporting to:
Directorate
Direct Reports:

National Account Executive
Supplies Commercial Manager
Enterprise
0

Job Band:
Team
4
Supplies Sales Team

Job Summary

The National Account Executive is instrumental in driving sales growth, ensuring that the Supplies Sales team meets its annual financial targets. The role centres on forging new, long-term partnerships with major national clients, utilising both virtual and face-to-face engagement methods. In addition to cultivating new customer relationships, the post holder is responsible for developing existing accounts to achieve growth and meet sales revenue objectives within the First Aid and Health & Safety product markets, spanning both commercial and public sector customers.

A key aspect of the position involves identifying and securing new customers, with a focus on high-profile corporate prospects. Success in this role will be determined by the ability to meet or exceed annual sales targets, acquire new accounts, and efficiently plan and execute the introduction of new products to the market, ensuring that priority customers are targeted as these launches occur.

Key Responsibilities

- Proactively maintain and enhance positive relationships to ensure that St John Ambulance is recognised as the preferred supplier of first aid and health & safety products. This involves preparing and conducting business reviews, delivering presentations, undertaking relationship reviews, responding to customer issues, and actively developing relationships to strengthen connections with customers.
- Contribute to the overall achievement of Supplies revenue. Secure and develop new major accounts in accordance with the prospect strategy, while also retaining and expanding the existing customer base by identifying up-sell opportunities. The aim is to achieve or surpass targeted revenue for supplies, ensuring that the customer experience meets agreed standards in terms of both quality and frequency of contact.
- Develop and implement comprehensive contact plans for all major accounts. Plans should include virtual and face-to-face visits, telephone calls, both structured and informal meetings, and customer satisfaction reviews to foster ongoing engagement and satisfaction.
- Build and maintain strong relationships with key decision makers and influencers within each client organisation to protect and grow revenue streams. Leverage the strength of the SJA brand by engaging in collaborative selling alongside other departments and teams.
- Maintain an in-depth understanding of major accounts' activities with St John Ambulance, including awareness of key issues. Be confident in responding to requests for information, contributing constructively to reviews, and identifying opportunities and levers for business growth. Additionally, maintain detailed knowledge of the Supplies products on offer.
- Contribute to, and lead where appropriate, the development and implementation of strategies and projects designed to maximise the potential of both current and future major accounts. This includes nurturing wider relationships to support long-term growth.
- Provide daily and weekly feedback on activities, including a proposed diary for the coming week, details of sales activity, and business contacts made, reporting to the Supplies Commercial Manager in both virtual and face-to-face formats.
- Work collaboratively as required with colleagues in sales, customer service, and marketing teams to advance relevant opportunities. Actively propose and contribute to initiatives for major accounts.
- Assist with maintaining the customer database, ensuring that all customer contact details are up to date and accurate.
- Maintain relationships both within and outside the organisation, ensuring that all interactions reflect the organisation's core values.
- Perform any other duties that align with these responsibilities.

Important things you need to know about this job

- Be able to travel nationally on an occasional basis and be able to work remotely as required
- Be willing and able to work flexible hours
- Be passionate about St John's mission
- Be willing and able to live St John's HEART values

Our Values and Commitment to Equality, Diversity and Inclusion

- Our Values spell HEART which stands for Humanity, Excellence, Accountability, Responsiveness and Teamwork.
- Everyone who works at St John needs to be familiar with the HEART values and exemplify them.
- We are committed to being an organisation that is inclusive and welcoming of individual differences while championing equality of treatment and opportunity.

Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level or equivalent (Grade C / 4) including Maths & English, minimum 5	✓	
Relevant higher education or equivalent		✓
Experience		
Experience in building rapport and developing sustainable relationships within a business-to-business environment, particularly with major corporate clients	✓	
A proven ability to win, retain and grow new customers through face-to-face interactions	✓	
Excellent communication, negotiation, and presentation skills.	✓	
Demonstrate a customer-focused approach by listening and responding to clients to provide a high-quality service.	✓	
Willingness to travel as needed to meet clients and attend events.	✓	
CRM proficiency and strong organisational skills.	✓	
Skills, knowledge and abilities		
Excellent interpersonal skills with ability to communicate effectively and build positive and mutually beneficial relationships.	✓	
Ability to analyse data to produce reports and make sound business decisions.	✓	
Confidence in presenting to high level key decision makers with excellent negotiation and influencing skills to achieve the best commercial position for SJA.	✓	
Ability to prioritise busy workload; working to tight deadlines and conflicting priorities	✓	
Proficient in the use of Microsoft® applications, with at least an intermediate level of capability		
Be willing and able to exemplify the HEART values	✓	
Knowledge of SJA products & services		✓
DBS Requirement		
Does the role require a DBS check to be carried out to be successful for the role		No
<i>If Yes what level of DBS check is required for the role Basic/Enhanced</i> <i>*please refer to the additional information page in reference for hiring manager guidance on DBS checks</i>		✓

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: JH

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