



HSNF Ltd
UNIT 4 PEMBROKE STUDIOS
139-141 PEMBROKE ROAD
N10 2JE, LONDON

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T: +44 (0) 2083655858
F: +44 (0) 2083655859
W: www.hsnf.co.uk

Job Title: National Account Manager, Full-Time, Permanent

About us:

HSNF is a leader in the world of direct-to consumer health and beauty brands, growing over 100% in the past year. Our key brands, Mylee and Magnitone, are successful beauty brands both looking to expand and strengthen their engagement with key bricks & mortar and online retail partners across the UK and Europe. While at different stages in their journey to establishing partnerships these partnerships, both have major opportunities to grow and support the strategic ambitions of the wider business.

What we are looking for:

We are looking for a commercially savvy and highly driven National Account Manager to lead key account relationships and drive growth within our brands. With a portfolio spanning top-tier UK retailers, you'll take ownership of delivering strategic joint business plans, expanding market footprint, and executing impactful commercial plans in line with brand objectives.

Key Responsibilities:

1. Account Management & Growth

- Lead end-to-end management of national retail accounts including and not limited to Boots, Superdrug, Look Fantastic, Argos and Holland & Barret.
- Build and nurture long-term strategic relationships with buyers and distribution partners across the UK and Europe.
- Secure new business opportunities in the UK and ROW
- Execute strategic price and promotional plans to maximise sales during key seasonal events.
- Negotiate pricing structures and promotional investments to drive ROI and customer engagement.
- Conduct business reviews and performance analysis to identify new opportunities.

2. Sales and Performance Analysis

- Own P&L for Accounts including revenue, spend and gross profit
- Track and analyse sales performance across all accounts.
- Provide reports on sales trends, category insights, and competitor activity.
- Forecasting and demand planning to ensure stock availability.
- Work closely with supply chain teams to manage order fulfilment and minimize stock issues.

3. Planning & Forecasting



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- Develop accurate sales forecasts and align stock needs with internal supply chain.
- Collaborate with distribution partners on inventory management and order fulfilment.
- Analyse sales performance and provide commercial insights to guide decisions

4. Negotiation & Commercial Management

- Lead margin terms, reviews, profits and manage customer margin conversations
- Own customers trade spend, JBP and investments
- Negotiate in class locations, VM and any brand sites
- Manage cost price negotiations with external partners – displays, materials and marketing

5. Brand & Market Activation

- Partner with Head of Trade Marketing and brand teams to ensure flawless in-store and online executions, always aligning with brand standards.
- Present new product launches and secure listings to enhance product visibility and availability.
- Explore cost-saving and efficiency opportunities while ensuring revenue growth.

Qualifications & Skills:

- 2+ year's experience managing Boots
- Desirable: proven success with major retailers – Superdrug, ASOS and THG
- 2+ years line management
- Desirable experience with Grocers and EU retailers
- Excellent relationship builder with a strategic and analytical mindset.
- Advanced Excel and solid PowerPoint skills to support data-led decisions and presentations.
- Highly organised, self-motivated, and comfortable working in a fast-paced, cross-functional environment.

Compensation:

- Competitive salary
- Performance-based 10% bonus if KPI and targets are met (at the manager discretion)
- Hybrid Working - 2 days (Tuesdays and Thursdays) in the office and 3 days from home.
- Company pension plan
- 31 days paid annual holiday (inclusive of bank holidays), increasing to 33 days after 2 years and 36 days after 5 years.
- Birthday Day Off



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- Complimentary products and exclusive brand discounts.
- Complimentary snacks and drinks in the office.
- Weekly group PT Sessions (every Tuesday/Thursday).
- 24-hour access to our Employee Assistance Program (EAP) – includes up to 6 free counseling sessions, legal and finance support, and more.