

PASSION TO INNOVATE | POWER TO CHANGE

Senior Key Account Manager - Retail

Application Period
17 July 2018 – 27 July 2018

Reference Code
SKAMR2018

Division
Consumer Health

Company
Bayer (Pty) Ltd

Department
Sales

Location
Isando

Functional Area
Key Accounts

Position Grade
VS 1.2

Employment Type
Permanent

Work Time
Regular

YOUR TASKS AND RESPONSIBILITIES

- To manage and oversee the National Retail Account Portfolio and to be the primary trading contact between Bayer and its trading partners.
- To manage an account portfolio ensuring that value and profit growths are achieved, by developing, implementing and managing sustainable trading and category strategies.
- Delivery of budgeted sales, profit and customer investment objectives in-line with company policies and procedures.
- To plan, organise and implement account plans and strategies.
- Ensure maximum brand exposure through promotion and business activities as per organisation and customer business plan.
- The management of expenditure within promotional trade spend budgets and trading terms with the Key Customers.
- Management of 3rd Party Sales and Merchandising agent within the allocated region.

Account Management

- Annually develop and implement a comprehensive account plan that aligns the customer's requirements with Bayer's strategic priorities to deliver on agreed account, channel & brand KPI's.
- Develop, negotiate, implement and control the promotional strategy, maximising the effectiveness and efficiency of the trade investment budget within respective accounts / customers.



- Deliver upon the annual trading turnover and profit budgets of customers through the co-ordination and implementation of all promotional activities with effective financial management of product pricing, discounting and trade investment.
- Drive trading, category, space and discounts management in line with the channel & account plan and effectively communicate and evaluate all account deal structures and promotions within the identified Key Accounts (Return on Investment).
- Monitoring and achievement of product distribution to meet account and brand strategy requirements and targets.
- Negotiate and control the implementation of customer trading terms and rebate / logistic strategies, ensuring that all elements are adhered to.
- Conduct regular business and category reviews as required with major accounts and involve key role players from within the Bayer management team

Customer/Account Liaison

- Strategic business plans achieved through compliance and implementation.
- Strong multi-level business relationships through regular customer contact.
- Identification of key business opportunities resulting in action plans.
- Analyse, compile and review performance of account plan (with customer and internal stakeholders) incorporating competitor, category & shopper dynamics. Identifying any risks or issues and implementing corrective actions to deliver maximum sales and profit.
- To lead category discussions with customers in order to achieve trusted advisor status and ensure the development of joint business planning.

Analysis and Recommendations

- Analyse quarterly impact and ROI on all key account management promotional activity with recommendation and set best practice model going forward.
- Analyse the business monthly by brand, by region, by key account, with recommendations and outcomes communicated to Channel Controller for implementation.
- Identify category trends with recommendations to the business on how to exploit and succeed.
- Familiarity with consumer segmentation for Bayer Consumer brands and how this information could be used to drive account and category objectives.

3rd Party Sales and Merchandising Operations

- Operational Management of the 3rd party sales and merchandising company across all Key Accounts within the specified region.
- Ensure the roll-out and implementation of the key account strategy at store level (across all Bayer accounts) with feedback to KAM team.
- Regular trade visits with 3rd party sales and merchandising team (area / operations managers, reps etc.) with consolidated feedback to the Channel Controller and KAM team.
- Working closely with and providing direction and support to the 3rd party sales and merchandising team.
- Identify opportunities to improve and grow the Bayer brand portfolio through in store execution.



- Ensure operational compliance from an in-store perspective on product flows, POS implementation and competitor activity.
- Work in collaboration with the full KAM team to ensure alignment and linearity within all customers in the specified operational region of responsibility.

Administration

- Ensure promotions are synchronised & consistent with the sales cycle activity plan and the ATL marketing activities
- Communication of promotions, ranging, pricing and category management to all internal key stakeholders
- Deliver period analysis, including recommendations, on profitability (ROI) on promotional activities.
- Customer contact reports and trade visit feedback reports to be compiled and distributed after each meeting or trade visit.
- Loading of customer deals timeously
- Accurately capture all trade expenditure on a monthly basis and align with Channel Controller / Finance.
- Stock Forecasting.

Teamwork

- Ensure effective communication with Category Insights, 3rd Party Sales & Merchandising & Brand teams
- Strong sharing of key account management initiatives and methods within the Bayer sales team

Reporting

- Periodic reporting of key measurements/dimensions of Key Account Customers.
- Complete reports and projects as required by the Channel Controller.

WHO YOU ARE

Experience & Qualifications

- Demonstrated knowledge in pharmacy & FMCG account management, with particular experience in Shoprite/Pick n Pay
- Minimum 3 years experience in a management position, of which 3 year minimum key account management experience required.
- Experience in Medicinal, Personal Care or Toiletries Categories a benefit.
- Strong sales performance and negotiating background
- Analytical skills and ability to work within budgets
- Strong commercial accumen
- Results oriented
- Team management and leadership skills
- Ability to organise and prioritise



- Knowledge of Nielsen/Aztec/IMS Information Systems
- Operational / Field Sales experience a good benefit
- Strong computer skills (MS Office)
- Bachelors degree or relevant management diploma essential

Skills

Strong computer skills (MS Office).
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Strong commercial accumen.
Results oriented.
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Ability to organise and prioritise.
Knowledge of Nielsen and Aztec Information Systems.
Operational / Field Sales experience a good benefit.

CONTACT US

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