Downloaded from <https://www.velvetjobs.com/job-descriptions/key-accounts-manager>

# Example of Key Accounts Manager Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of key accounts manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for key accounts manager

* Build seasonal and rolling 3 year revenue plans for each key account through partnership and commitment from account intelligence from sales rep and other resources
* Build business growth strategies that support revenue goals, retailer’s overall business initiatives and our brand objectives
* Partner with marketing, external reps and creative team to shape overall brand strategies and marketing efforts to increase sales and drive brand performance for all wholesale partners
* Lead development of seasonal in-store support efforts (3point5, printed material, ) to educate and motivate floor staff at key accounts
* Serve as day-to-day contact for sales and reps regarding key account sales and marketing
* Manage the entire life cycle of key account sales and marketing programs/projects from kickoff and conceptual development through launch
* Plan and track annual/seasonal Wholesale revenue goals for key accounts
* Create, maintain and communicate tracking reports for each key account showing retailer sales, sell through and inventory positions (as much as possible based on access to retailer info)
* Plan and administer the annual key account co-op programs
* Build rep in-store support programs and compensation models

## Qualifications for key accounts manager

* High energy levels with a positive ‘can do’ attitude
* Regular interstate and occasional international travel is required
* Minimum 5 years' experience in key account management role preferably in a consumer electronics or appliance related industry
* Diploma / Degree Engineering or Industry related field
* Masteror above majoring inLife Science
* Excellent communication skills todeal with scientific discussion with customersand to ensure smooth information flow within organization