



## Example of Key Account Job Description

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Our growing company is looking for a key account. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

### Responsibilities for key account

- Negotiate and drive business agreements/trading terms with key accounts aimed at growing EBIT and build brand equity
  - Conduct monthly [at a minimum] reviews to track agreed performance objectives
  - Monitor and manage trading term and campaign compliance
  - Ensure key account strategies and plans reflect sound category management principles
  - Understand the customers overall strategy in the market and for the beverage category, and proactively sharing this knowledge and information within Sales, Marketing and Commercial teams
  - Liaise with Brand business units and customers around the design and development of Key selling week programs for key accounts
  - Maximize the return on trade expenditure by implemented effective promotional programs that are in-line with the China Direct Retailers business plan
  - Achieving P&L objectives (NR-trade investment, GM) managing categories and client mix
  - Providing customer sales forecast by QRT continuously monitored and updated using sell-in/out analysis and trends combined with product, brands, market and retailer activity
  - Maximizing sales developing listings of NPD's/assortment, promotional strategies and shelving
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- Strong exposure in Apparel/ fashion or FMCG industries
- Ability to work diplomatically when dealing with customers and other departments to resolve problems
- Strong relationship building and communicative skills
- Goal oriented and thrive on being measured on sales results and sales efforts
- Balance Scorecard, SAS or Micro strategy systems experience strongly preferred
- Chemical / Chem engineering degree graduate