



Job Description

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Job Title On Trade Key Account Manager	Job Location Zanzibar City	Category -
Job Type Full Time	Job level Intermediate	Industry Retail Sales
Open to Expatriates Open to Expatriates & Local Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Retail Sales: 3 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

On Trade Key Account Managers are critical to Company's success and evolution. Reporting to the On Trade Team Leader, the KAM will be responsible for coordinating, developing, and implementing business strategy in the On-Trade sales channel in order to achieve budgeted contribution and grow market share. The KAM will establish and build customer relationships, manage key accounts, host and execute events and proactively seek out opportunities to grow existing business and drive growth

Responsibilities

Working Relationships

Main Internal Relationships:

Sales Management, Marketing Manager, Finance, Supply Chain, Customer Service, Support Teams, Bar Academy Team, Retail Team

Main External Relationships:

Account General Managers, Account F&B Managers, F&B Directors, Purchasing/Outlet Managers, and employees

The job holder is responsible and accountable for (but not limited to) the following:

- Drive budgeted revenue and profit targets within budgeted cost parameters across the assigned territory by building strong business relationships with key customers.
- Embrace Company's on Trade strategic initiatives ensuring that key brand distribution, volume and activation targets are achieved consistently.
- Update and utilize the Customer Relationship Management (CRM) system to ensure that all opportunities are identified to maximize business opportunity in line with the quarterly pre-agreed account objectives and KPI's.
- Work closely with the Bar academy manager and Marketing Manager to ensure that all activations and promotions are implemented within the set time parameters across market segmentation.
- Ensure coverage across key territories by effective journey planning, through objective-led call frequency.
- Accurately forecast key SKUs at customer level, ensuring that out-of-stock scenarios are avoided wherever possible.
- Possess a passion and understanding of wine and spirits allowing the job holder to maximize Company's share of key outlet wine lists at relevant price points.
- To lead the successful negotiation of key account contracts driving the relevant area's revenue, margin, and market share.
- Conduct quarterly reviews for key accounts, communicating trends in the marketplace and identifying new opportunity to drive business for all concerned parties, in a consultative manner.
- Contribute towards the achievement of key brand volumes / objectives / strategies and distribution targets set and communicated on a quarterly/yearly basis focusing on strategically important leading and priority brands.

- Actively seek out and secure new business within the territory.
- Perform other duties as requested by the Line Manager and the business.

Education & Qualifications

Essential:

- 2 – 5 years Sales experience
- 2 years Account Management experience
- Strong commercial acumen
- Analytical thinking and a proven track record translating this into planning
- Strong written and spoken English
- Passion and Enthusiasm
- Outgoing personality
- Valid driving license

Desirable:

- University Degree or National Diploma
- Comfortable organizing and hosting trade and consumer events
- WSET qualified (Strong wine selling knowledge), or passionate about wines and/or spirits.
- Good numerical ability and commercial acumen.

Critical Competencies

These are the competencies that the job holder will be evaluated on in accordance with the Performance Management processes:

- Customer Focus – Business development skills, Strong Customer Relationships.
- Passion – displays drive, energy, and enthusiasm.
- Teamwork – be able to motivate those around you and develop relationships with your team.
- Knowledge and Skills - In-Depth Product / Brand Knowledge.
- Integrity – understanding the ability to do the right thing.
- Planning and Organizing.
- Results focused – be able to act and improve on business performance.
- Communication – regular reporting and communication with the team and the trade.
- Responsibility – Makes expectations clear, takes ownership of a situations.

Driving Licence

Required

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