

Job Title: Key Account Business Development Executive
Location: Hybrid (Remote/Office)
Employment Type: Part-time or Full-time
Salary: Competitive

Job Overview

We are looking for an experienced Key Account Business Development Executive with a strong background in the FMCG sector, accustomed to the fast-paced nature of working with large retailers and major brands.



The role focuses on driving sales and establishing robust partnerships with key accounts in the supermarket and retail sectors.

We are looking for an experienced Key Account Business Development Executive to join our team, dedicated to driving sales and establishing strong partnerships with large key accounts, particularly in the supermarket and retail sectors.

This role is pivotal to our growth strategy as we expand our market reach and increase brand visibility in large retail outlets. The successful candidate will play a key role in generating new private-label business opportunities and nurturing existing relationships to maximise sales.

Key Responsibilities

Account Management & Business Development:

- Identify, target, and establish partnerships with key accounts, including supermarkets, retail chains, and wholesalers, leveraging your FMCG experience to navigate complex sales channels.
- Develop and implement strategic account plans tailored for fast-moving retail environments, driving revenue growth and enhancing product visibility.

Sales Strategy & Market Analysis:

- Conduct market research to identify opportunities and trends, especially within FMCG segments.
- Develop tailored sales strategies and pitches that align with the fast-paced demands of large retailers.

Relationship Building:

- Build and maintain strong relationships with decision-makers in high-pressure retail settings.
- Ensure exceptional customer service to foster loyalty and secure long-term partnerships.

Sales Reporting & Forecasting:

- Track account performance, analyze sales data, and provide insights, demonstrating agility in adapting to the dynamic FMCG market.
- Contribute to accurate forecasts and budget planning, ensuring targets are met.

Collaboration & Cross-functional Coordination:

- Work closely with marketing, production, and logistics teams to meet the fast-moving demands of large retailers.
- Align product offerings with market trends and retailer expectations to drive performance.

Account Management & Business Development:

- Identify, target, and establish partnerships with key accounts, including supermarkets, retail chains, and wholesalers.
- Develop and implement strategic account plans to drive revenue growth and increase product penetration in key accounts.

Sales Strategy & Market Analysis:

- Conduct market research to identify new opportunities and understand market trends.
- Develop tailored sales strategies and pitches for each key account, highlighting the unique value of our chocolate products.

Relationship Building:

- Cultivate and maintain strong relationships with key decision-makers to foster loyalty and long-term partnerships.
- Act as the main point of contact for key accounts, addressing any concerns and ensuring exceptional customer service.

Sales Reporting & Forecasting:

- Track account performance, analyse sales data, and provide regular updates to the management team.
- Contribute to sales forecasts and budget planning, ensuring targets are met.

Collaboration & Cross-functional Coordination:

- Work closely with the marketing, production, and logistics teams to ensure smooth product launches, promotional campaigns, and order fulfilment for key accounts.
- Collaborate with the product development team to align our offerings with market demands and key account preferences.

Key Qualifications

Experience:

- Proven experience in account management, sales, or business development within the FMCG sector, preferably in chocolate, confectionery, or related food industries.
- Demonstrated success managing and growing relationships with large supermarket or retail chains.

Skills:

- Strong negotiation, presentation, and interpersonal skills, particularly in fast-paced FMCG environments.
- Excellent analytical and problem-solving abilities, with the agility to adapt to changing retailer demands.

- Proficiency in CRM software and Microsoft Office Suite.

Knowledge:

- Deep understanding of the FMCG and retail sectors, including challenges of working with major supermarket accounts.
- Familiarity with high-volume supply chains and promotional cycles common in FMCG industries.

Attributes:

- Highly self-motivated and capable of thriving in fast-paced, dynamic work environments.
- Excellent organisational skills with the ability to prioritise and manage multiple tasks effectively.
- Experience: Proven experience in account management, sales, or business development within the food or FMCG sector, ideally in chocolate or confectionery.
 - Track record of managing and growing large accounts, particularly with supermarkets or retail chains.

Skills:

- Strong negotiation, presentation, and interpersonal skills.
- Excellent analytical and problem-solving abilities.
- Proficiency in using CRM software and Microsoft Office Suite.

Knowledge:

- Familiarity with the retail sector and an understanding of the requirements and challenges of working with large supermarket accounts.

Attributes:

- Highly self-motivated and capable of working independently or in a team.
- Excellent organisational skills with the ability to prioritise and manage multiple tasks effectively.

Benefits:

- Flexible working hours with the option for hybrid remote work.
- Competitive salary and performance-based bonuses.
- Opportunity to work with a dynamic team and be part of an innovative and growing company.

To Apply:

If you're passionate about the chocolate industry and have the skills to develop and grow key accounts, we'd love to hear from you! Please submit your CV and a brief cover letter detailing your relevant experience.

Note: Only shortlisted candidates will be contacted.