

PASSION TO INNOVATE | POWER TO CHANGE

Consumer Health: Key Account Manager eCommerce

YOUR TASKS AND RESPONSIBILITIES

Establishing eCommerce business across South Africa and AMAROSA. To capture opportunities in this rapidly growing channel. Leading and planning, negotiating and execution of activities within Bayer and its customers.

Account Management

- Ownership of establishing, leading and expanding the e-Commerce business for Bayer.
- Defining and executing the strategic roadmap for all Key e-Commerce 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.
- Identifying new e-Commerce trends and opportunities for growth and adapting strategy accordingly.
- 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).
- Using all tools of digital media & performance marketing to drive traffic and clicks for e-Commerce platforms.
- Work closely with Marketing and the broader Key Accounts Team to ensure proper implementation of global digital commerce framework into regional plans for South Africa.
- Negotiate and control the implementation of customer trading terms and rebate / logistic strategies, ensuring that all elements are adhered to.

Application Period

30 March 2021 – 13 April 2021

Reference Code

CH/KAM/eCOM

Division

Consumer Health

Company

Bayer (Pty) Ltd

Department

Sales

Location

Isando

Functional Area

Sales

Position Grade

VS1.2

Employment Type

Permanent



- 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 plans (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 Head of Key Accounts and Head of Sales 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.

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 feedback reports to be compiled and distributed after each meeting.
- Loading of customer deals timeously
- Accurately capture all trade expenditure on a monthly basis and align with Head of Trade Marketing / Head of Key Accounts/Head of Sales / Finance Business Partner.
- Bottom up forecasting of sales by customer in order to build a robust stock forecast by month for the e-Commerce channel

Teamwork

- Ensure effective communication with Trade Marketing, 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

- Must have 5 years of e-commerce experience covering the build, growth and management cycle
 - Previous commercial experience dealing with All customers
 - Background experience in dealing with FMCG/OTC Companies
 - Relevant understanding of social media and other digital platforms.
 - Clear understanding of digital shopper journey across e-commerce platforms
 - 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.
 - Operational / Field Sales experience a good benefit.
 - Strong computer skills (MS Office).
 - Bachelors degree or relevant management diploma essential
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- Role model for the Bayer LIFE Values, Leadership, Integrity, Flexibility and Efficiency.

CONTACT US

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