Dairy Key Account Manager

Sales and commercial

Job title	Dairy Key Account Manager
Department	Sales and commercial
Reports to	Head of Sales or Sales Director
Direct reports	None
Location	*[To be confirmed by the employer]*
Contract type	*[Permanent / fixed-term / other]*
Salary and benefits	*[To be confirmed by the employer]*

Job purpose

Manages a portfolio of major retail or food-service customers for a dairy processor. Builds joint business plans, agrees promotions, ranging and pricing, protects margin and works with supply chain on accurate forecasts so customers receive the right products at the right time.

Key responsibilities

Account planning

- Build annual joint business plans with each customer covering volume, value, promotions and growth
- Analyse sales, market and shopper or operator data to find growth opportunities
- Understand each customer's strategy, category goals and buying process
- Build relationships with buyers, category managers and supply chain contacts at several levels
- Review performance with customers at regular business reviews

Ranging and new products

- Present range reviews and new product proposals backed by category data
- Secure listings, shelf space or menu inclusion for core and new products
- Coordinate launches with marketing, product development and supply chain
- Respond to private label tenders with technical, quality and finance input
- Agree the removal of slow-selling lines with the customer

Pricing, promotions and margin

- Negotiate prices, cost price changes and trading terms within agreed authority
- Plan and agree promotions, then measure their return on investment
- Manage trade spend against budget and track promotional accruals
- Explain cost increases from milk price and other inputs to customers with clear evidence
- Protect margin through product mix, promotion planning and price changes

Forecasting and supply

- Produce accurate volume forecasts by product and customer, including promotional uplifts

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- Share forecasts with demand planning and agree changes in good time
- Monitor service levels, short deliveries and stock issues and act on the causes
- Work with operations when milk supply or plant capacity limits what can be offered
- Manage product withdrawals and recalls with customers alongside quality assurance

Reporting and compliance

- Report sales, margin, trade spend and forecast accuracy each month
- Keep account records and contacts up to date in the customer relationship system
- Follow competition law, supplier codes of practice and company policy in all customer dealings
- Handle customer complaints and claims fairly and quickly

Qualifications and experience

Essential

- Degree in business, marketing or a related subject, or equivalent experience
- Solid experience managing retail or food-service accounts in food, dairy or fast-moving consumer goods
- Track record of negotiating pricing, promotions and trading terms
- Strong commercial and financial understanding, including margin and trade spend
- Confidence analysing sales and market data
- Experience working with demand planning on forecasts

Desirable

- Experience selling chilled or short shelf-life products
- Knowledge of category management principles
- Experience of private label tenders
- Understanding of how milk price and commodity markets affect dairy costs

Skills and attributes

- Negotiation and influencing
- Relationship building at several levels
- Commercial and numerical analysis
- Presenting a case with data
- Planning and organisation
- Resilience under pressure
- Teamwork across functions

Measures of success

- Sales volume and value against budget
- Gross margin and net revenue after trade spend
- Promotional return on investment
- Forecast accuracy by account
- Customer service level and on-time delivery
- New listings secured and range distribution

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Working conditions and safety

Office or home-based, with regular travel to customer head offices, stores or outlets and company sites. Some overnight stays for customer meetings and trade events.

- Follow health and safety rules and safe systems of work, and wear the correct PPE
- Follow food safety, hygiene, HACCP and quality procedures at all times
- Report hazards, accidents, near misses and concerns promptly

This job description outlines the main duties of the role. It is not a complete list, and the employer may update it as the business changes, in consultation with the jobholder.

Recruiting for this role? Advertise it on Dairy Jobs and reach a combined network of over 250,000 dairy professionals worldwide: dairyjobsearch.com/advertise-dairy-jobs

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