



*Be an  
inspiration.  
Be Bayer*

At Bayer we're visionaries, driven to solve the world's toughest challenges and striving for a world where 'Health for all, Hunger for none' is no longer a dream, but a real possibility. We're doing it with energy, curiosity, and sheer dedication, always learning from unique perspectives of those around us, expanding our thinking, growing our capabilities, and redefining 'impossible'. There are so many reasons to join us. But if you're hungry to build a varied and meaningful career in a community of brilliant and diverse minds to make a real difference, there's only one choice.

## Senior Key Account Manager (JO-2408-1061)

### Role purpose

- // Shoprite National Senior Key Account manager.
- // Looking after the entire CH Shoprite Checkers national Account Portfolio and to be the primary trading contact between Bayer and its trading partners.
- // To manage an account portfolio ensuring that value and profit growths are achieved, by developing, implementing, and managing sustainable trading and category strategies.
- // Delivery of budgeted sales, profit, and customer investment objectives in line with company policies and procedures.
- // To plan, organise and implement account plans and strategies.
- // Ensure maximum brand exposure through promotion and business activities as per organisation and customer business plan.
- // The management of expenditure within promotional trade spend budgets and trading terms with the Key Customers.
- // Management of 3rd Party Sales and Merchandising agent within the allocated customers.
- // Managing Trading terms and national, regional promotional grids. Working closely with the

Ecommerce KAM driving the Checkers Sixty 60 Online and on demand business. DSO (Dynamic Shared Ownership)

### Key responsibilities and tasks

#### Account Management

- // Annually develop and implement a comprehensive account plan that aligns the customer's requirements with Bayer's strategic priorities to deliver on agreed account, channel & brand KPI's.
- // Develop, negotiate, implement, and control the promotional strategy, maximizing the effectiveness and efficiency of the trade investment budget within respective accounts / customers.
- // Deliver upon the annual trading turnover and profit budgets of customers through the coordination and implementation of all promotional activities with effective financial management of product pricing, discounting and trade investment.
- // 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).

// Monitoring and achievement of product distribution to meet account and brand strategy requirements and targets.

// Negotiate and control the implementation of customer trading terms and rebate / logistic strategies, ensuring that all elements are adhered to 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 plan (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 Channel Controller 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.

### **3rd Party Sales and Merchandising Operations**

// Operational Management of the 3rd party sales and merchandising company across assigned Key Accounts nationally.

// Ensure the roll out and implementation of the key account strategy at store level with feedback to Modern and Traditional Trade lead, and 3rd Party Agency.

// Regular trade visits with 3rd party sales and merchandising team (area / operations managers, reps etc.) Modern and Traditional Trade lead, and Trade Marketing team.

// Working closely with and providing direction and support to the 3rd party sales and merchandising team.

// Identify opportunities to improve and grow the Bayer brand portfolio through in store execution.

// Ensure operational compliance from an in-store perspective on product flows, POS implementation and competitor activity.

// Work in collaboration with the full Operation, Trade Marketing & KAM teams (Including 3rd Party Agents) to ensure alignment and linearity within all stores.

### **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 and trade visit feedback reports to be compiled and distributed after each meeting or trade visit.

// Loading of customer deals, provisions timeously

// Accurately capture all trade expenditure on a monthly basis and align with Modern and Traditional Trade lead, Trade Marketing & Finance business partner.

// Stock forecasting to be submitted by the 8th working day of every month for S&OP process to be maintained.

### **Teamwork**

// Ensure effective communication with 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 Modern and Traditional Trade lead

### **Value added.**

// Understand the internal measures by account to better drive the respective accounts.

// Jointly identify with Trade Marketing and the Brand Team on any category opportunities that unlock growth against the key Bayer Point of Purchase drivers.

// Develop business development initiatives for each account to drive Bayer growth ahead of the market.

## **Experience, Skills and Qualifications**

// Demonstrated knowledge FMCG account management, with particular experience in the retail environment.

// Minimum 3 years key account management experience required.

// Experience in Medicinal, Personal Care or Toiletries Categories a benefit.

// Strong sales performance and negotiating background.

// Analytical skills and ability to work within budgets.

// Strong commercial acumen.

// Results oriented.

// Team management and leadership skills.

// Ability to organise and prioritise.

// Knowledge of Circana or Neilson /IRI Information Systems.  
// Operational / Field Sales experience a good benefit.

**Be part of something bigger:**  
Link to apply: [Bayer Careers](#)

---

**Advertising Period:**  
**2 September 2024 – 9 September 2024**

**Position grade:**  
**VS 1.2**

**Employment type:**  
**Permanent**

**Location:**  
**Isando, JHB**

---

////////// Health for all, Hunger for none.

Bayer welcomes applications from all individuals, regardless of race, national origin, gender, age, physical characteristics, social origin, disability, union membership, religion, family status, pregnancy, sexual orientation, gender identity, gender expression or any unlawful criterion under applicable law. We are committed to treating all applicants fairly and avoiding discrimination.

