**Role Description & Person Profile**

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| Job title: | **Senior Key Account Manager – Pet (UK)** |
| Reports to: | Commercial Director |
| Location: | UK Home / Office Based |
| Role Overview | The **Senior** **Key Account Manager - UK** will be responsible for driving the growth and market presence of Natural Vetcare and NAF within the UK market across a selection of key customers within the Pet and Specialty Channel. This newly created role will play an integral role in the Natural Vetcare Brand relaunch with a focus on distribution, brand development and commercial relationship building.  |
| Key Responsibilities:  | * Unlock new distribution opportunities across key pet retail customers
* Key customer management, maximising business potential through strong relationships
* Manage pricing, promotions and trade marketing initiatives to maximize brand performance.
* Develop 3 year commercial strategy
* Track market trends, category performance, competitor activity, and consumer behaviour to identify growth opportunities.
* Analyse and report on key performance metrics, sales data, and market insights.
* Work closely with marketing teams to build strong trade plans
* Represent the brands at industry trade shows, exhibitions, and networking events.
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| Budget Responsibility: | Yes |

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| **Person Profile/Knowledge** Experience, any formal qualifications and necessary keys areas of knowledge or experience. |
| **Essential** | **Desirable** |
| * **Sales & Business Development**: Strong track record in driving revenue growth through customer development
 | * **Pet supplements knowledge** – Experience of pet supplements and key market and regulatory dynamics
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| * **New Customer Acquisition**: Proven ability to unlock new customers and build strong business plans
 | * **Digital knowledge and capabilities** – understanding of the Digital ecosystem and dynamics in driving online ecommerce sales
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| * **Data-Driven Decision Making**: Ability to analyze sales performance, market trends, and customer insights as well as forecasting expertise
 | * **Team Development** : Experience of developing teams and cross functional colleagues
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| * **Pet Industry Knowledge**: demonstrable success within the UK Pet Industry with key customers
 | * **Passion for Equine** – industry or personal knowledge
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| * **Negotiation & Contract Management –** strong aptitude for negotiation and joint business planning
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| * **Commercial and Financial Acumen**: strong analytical ability to drive revenue profitably through strong commercial choices
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| **Key Behaviours** | * **Commercially Driven**: Focused on revenue growth and market expansion.
* **Strategic & Analytical**: Uses data and insights to shape commercial strategies.
* **Proactive & Results-Oriented**: Takes initiative to drive business success.
* **Collaborative & Influential**: Builds strong relationships with both internal and external stakeholders.
* **Adaptable & Agile**: Thrives in a fast-paced and evolving business environment.
* **Customer-Centric**: Ensures that brand positioning and sales strategies align with customer needs.
* **Detail-Oriented**: Ensures consistency and quality in all brand-related materials
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| **Other Factors**Travel, shift pattern, working hours, Licence type etc. |  |

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