**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. |
| 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 |
| * **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 |
| * **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 |
| * **Pet Industry Knowledge**: demonstrable success within the UK Pet Industry with key customers | | * **Passion for Equine** – industry or personal knowledge |
| * **Negotiation & Contract Management –** strong aptitude for negotiation and joint business planning | |  |
| * **Commercial and Financial Acumen**: strong analytical ability to drive revenue profitably through strong commercial choices | |  |
| **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 | |
| **Other Factors**  Travel, shift pattern, working hours, Licence type etc. |  | |

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