**Role Description & Person Profile**

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| Job title: | **Key Account Manager - Germany** |
| Reports to: | Commercial Director (NAF) / MD Nutrilabs (Nutrilabs) |
| Location: | Home / Office Based |
| Role Overview | The **Key Account Manager - Germany** will be responsible for driving the growth and market presence of NAF and Nutrilabs within the German market across a selection of key customers within the Vet, Pet and Equine channels. This role will focus on sales growth, brand development, and commercial strategy execution to strengthen the brands’ positions across key retail and specialist channels. The KAM will work closely with internal teams, distributors, and partners to expand market share and build strong customer engagement. |
| Key Responsibilities: | * Drive sales growth across targeted customers within the speciality retail, professional and distributor channels in Germany * Manage pricing, promotions, and trade marketing initiatives to maximize brand performance. * Analyse market trends, competitor activity, and consumer behaviour to identify growth opportunities. * Work closely with marketing teams to localise campaigns and content for German audiences. * Ensure compliance with local market regulations and industry standards. * Track and report on key performance metrics, sales data, and market insights. * 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 unlocking revenue growth through strong strategic relationships and key business drivers (i.e. trade terms, promotions, marketing etc.) | | * **Pet & Equine Industry Knowledge**: Passion for or experience in the pet and equine supplement sector |
| * **Market Expansion**: Proven experience in launching or expanding brands within the German market across Pet, Vet and Online channels | | * **Regulatory & Compliance Awareness**: Familiarity with German market regulations related to pet and equine supplements |
| * **Digital Channel Expertise**: Experience in driving awareness and acquisition with key online partners through digital levers | |  |
| * **Data-Driven Decision Making**: Ability to analyze sales performance, market trends, and customer insights | |  |
| * **Bilingual Skills**: Fluent in German and English, with strong communication and negotiation skills | |  |
| * **Cross-Functional Collaboration**: Ability to work with internal teams, agencies, and external partners | |  |
| **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. * **Culturally Aware**: Understands the nuances of the German market and consumer behaviour. * **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. | * Decision on specific customers will be decided based on previous experience | |

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