



On-Consumption Key Accounts Manager | South Africa

Position: On-Consumption Key Accounts

Location: South Africa

Reporting to: Inland General Manager

Signal Hill Products is looking for an exciting, dynamic, and ambitious individual to join the team at a leading brewery.

Overall Responsibility: Develop, service and grow relationships with the already established as well as potential new Key Redistribution Partners and National Group Accounts to establish and grow our SHP portfolio and volume within the On-consumption channel.

Primary Responsibilities:

Sales Execution

- Ensure Sales execution within the On Con channel delivers optimal sales
- Own Oncon Sales Initiative Execution performance
- Align with Trade Marketing team to assist with developing On Con Group Accounts activities which aligns to On Con Group's calendars
- Develop and maintain relationships with Key On Consumption groups and Re-Distributors as defined from time to time.
- Assist with developing Special Events properties to amplify SHP Brand Visibility

Budget and Reporting

- Own and Manage the Annual Budget for the National On-consumption Group Accounts and Key Redistributors
- Own the Annual/Quarterly/Monthly Oncon sales forecast across all brands
- Monthly reporting to Inland GM as to the results and insights into the On-Con Channel

Strategy and Plan Execution

- Co-develop the annual strategy for the National On-consumption channel
- Develop, present and execute the National On-consumption channel plan, aligned to the strategy and supported by the budget forecasted sales volumes
- Ensuring that there is an On Consumption Channel strategy which can be executed by the SHP Sales Team

Cross Functional Support

- Works closely with Trade and Brand Marketing in planning and execution of the Oncon Sales Initiatives
- Develop key Events properties to ensure Brand Support

Leadership, People Management and Development

- Support and entrench the company culture that emphasizes quality, continuous improvement, key employee retention and development, and high performance.
- Inspire and motivate the broader SHP team to deliver on goals and maximize individual and the overall company performance
- Provide oversight and direction to sales team members when required

Requirements of the Role:

- Post Matric Qualification in Sales/Marketing
- A minimum of 5 years' experience in Sales/Marketing in a FMCG environment, beverage industry preferred
- Extensive understanding of the operational and commercial elements required in the On Consumption Channel
- Proven track record of exceptional people leadership skills
- Proven track record of outstanding trade execution and leading teams to performance achievements
- Proven track record of strategic decision making and outperforming competitors in market

Required Skills:

- Persuasiveness and selling ability
- Exceptional verbal ability and communication skills
- Relationship Building
- Commercial Acumen
- People Management

Signal Hill Product (PTY) Ltd. | 166 Gunner's Circle Epping 1, Cape Town, South Africa. 7460

+27(0) 21 200 5818 | info@signalhillproducts.com

