



Job Profile

Internal Job Title : Supervisor, Key Account
External Job Title : Key Account Manager
Department : Sales
Reports To : Associate Manager, Key Account - Malaysia
Matrix Reporting Line : N/A
Supervision Exercised : Key Account Team Assigned
Authority for Approval : To be advised
Standard Meetings : Team meetings once per week
Key Account Customer Business Review
National Account Meetings once per month
Quota Review meetings once a month

I. Job Objectives:

To achieve sales volume and revenue targets with designated Key Accounts.

II. Key Result Areas:

Key Result Areas	Performance Measures
1. Sales & profitability	<ul style="list-style-type: none">Achieve sales volume and revenue targets for assigned key accounts, financial goals and performance metrics, like ROCE, inventory days, receivables, etc.
2. Retail space management	<ul style="list-style-type: none">Proactively acquire incremental shelf spaces
3. Customer relationship	<ul style="list-style-type: none">Develop and maintain excellent relationship with key accounts, develop a specific business plan for each of them.Collaborate with distributors to grow the business
4. Listing, merchandising and inventory management	<ul style="list-style-type: none">Achieve the target listing to build Mattel Brands and develop the toy categoryMaintain optimal inventory level
5. Retail advertising & promotion activities	<ul style="list-style-type: none">Design, plan, and execute retail advertising, promotion, and merchandising activities in line with Brand and product strategies

III. Main Tasks and Accountabilities:

1. Sales & Profitability

- a. Complete a GAP for each key account
- b. Establish customer sales, distribution and shelf space targets by brand, by quarter, and full year.
- c. Review customer performance quarterly with accounts and management
- d. Define pricing, selling strategies, trade terms and investment to maximize sales and income
- e. Manage credits and receivables

2. Retail Space Management

- a. Aggressively acquire shelf space
- b. Jointly develop productivity metrics for shelf space to measure performance
- c. Utilize POS data to substantiate space acquiring plan
- d. Proactively develop space management recommendations and implementation plans

3. Customer Relationship

- a. Develop, via effective use of communication skills, a strong business relationship with accounts key personnel and be able to influence their decisions.
- b. Complete and execute a GAP for each key customer
- c. Understand the business of key customers, be able to add value to their business

4. Listing and Inventory Management

- a. Understand category development drivers and tools in retail trade
- b. Execute and negotiate products/category list with key customers
- c. Jointly execute the planogram and ensure the right merchandising at store level
- d. Continuously improve inventory levels through monitoring of stock holding to ensure healthy movement of inventory.

5. Retail advertising & promotion activities

- a. Develop customer propositions and sound commercial plans that are practical and executable in the field
- b. Develop and execute marketing and promotion strategies
- c. Co-manage trade terms and available co-op advertising and promotion budget
- d. Jointly develop sales support materials
- e. Understand and interpret research and shopper insights
- f. Conduct market analysis and evaluate competitor practices and market status and implement counter strategies

6. Operations Excellence

- a. Effectively plan and control coverage of personal accounts in line with business potential. Effect store audits in order to be fully aware of the in-store status of our products
- b. Work closely with operation team in ensuring excellent execution on trade
- c. Understand supply chain management including logistics practices, J.I.T., inventory control systems, ordering systems, information technology, etc.

IV. Key Relationships:

Internal Working Relationships :

Regional Marketing Team, Local Brand/Trade Marketing Team, Planning & logistics, Finance

External Working Relationships :

Key customers, distributors, buying groups, media agencies, promotional agencies.

V. Career Prospects:

Excellent prospects in progressing to sales management or marketing position within the organization.