

Position Information

Job Title:	Customer Development Manager	Reporting To: Customer Development Director
Department:	Key Account	Indirect Reporting Manager:
Date:		

Position Purpose / Context

1. As a member of key account team, the Customer Development Manager is required to develop and collaborate strategically with the assigned key accounts.
2. Report directly to the Key Account Director

Key Duties / Responsibilities

Develop a National Account Plan, setting objective, goals, strategies and measurement to achieve competitively superior growth and market share performance, exceeds sales and expense control targets.

- Builds and maintains strong relationships with consumer/trade leaders and organizations, industry peers and distributors, in order to create positive impact and change to company image and business goals.
- Analyse changing customer needs and market trends, understands how they affect the current and future business, and responds proactively to secure long term business performance.
- Spearhead JBP process with KA customers, to meet / exceed sales, market share, distribution, collection, trade returns and service level target.
- Exhibits a deep understanding of Modern Market Channel, Category Management and Key Account Management
- Monitors and maintains budget for region of responsibility. Understand the importance of financial against results to determine the worth of investment.
- To control and manage DME funds allocated
- To co-ordinate TOP to TOP management meeting with KAs, and to activate in-store business review with key outlets.
- To work closely with KA Sales Operation Manager on all execution excellence.

Other Duties

1. Exercise responsible and professional behavior at all times and positively representing the Company.
2. Ensure high standards of professional presentation and grooming.
3. Be flexible in your job function and perform any other reasonable duties and responsibilities which may be assigned to you, including redeployment to other department/areas if required, in order to meet business demands and guest service needs.
4. Respond to changes in the Commercial function as dictated by the industry and Company.

Personal Competency Requirements

Core Competencies:

- **Drives Innovative Business Improvements:** Develops new insights into solutions that result in organizational improvements
- **Balances Immediate and Long Term Priorities:** Seeks to meet critical objectives while considering the impact of those decisions and activities on the ability to achieve long-term goals.
- **Delivers Results:** Focuses on the critical few objectives that add the most value and channels own and others' energy to consistently deliver results that meet or exceed expectations
- **Imports and Exports Good Ideas:** Relentlessly seeks, shares and adopts ideas and best practices in and outside the Company and embraces change introduced by others.
- **Develops and Inspires Others:** Builds and maintains relationships that motivate, guide, and/or reinforce the performance of others toward goal accomplishments. Develops self and others to improve performance in current role and to prepare for future roles; seeks and provides feedback and coaching to enhance performance.

Functional Skills:

- Team player and able to work with different level of people.

Related Position Requirements/Qualifications

Education:

- Bachelor of Business Degree with min. 5 yrs of working experience in KA

Experience:

Language:

Capability:

- Has good rapport with the super/hyper operation & HQ team
- Strong communication and interpersonal skills – ability to communicate to people from all levels (merchandisers to top management)
- Ability to multi-task, responsible, result oriented.
- Team playerAbility to multi-task and good team player.

Position Dimensions

Quantitative KPI's	
Organizational Impact: (level and nature of contacts within and outside the business)	
Licenses or Certificates	
Other Requirements	

Customer Development Manager

Job Description

Approvals:

Position Holder

Direct Manager

Name:

Name: