



Key Account Manager

Job Title: Key Account Manager
Department: Sales
Reports To: Director of Sales
FLSA Status: Exempt

Expectations for All Employees:

In the performance of their respective tasks and duties, all employees are expected to conform to the following:

Support the organization's mission, vision, and values.

Combining generations of women's wisdom with traditional plant medicine to formulate certified organic herbal tea, soaps, balms, lotions, soothing sprays, and the first Non-GMO Project Verified nipple cream, Earth Mama has been safely nurturing women and their babies and families for over a decade. Earth Mama is an FDA and organic (USDA/NOP and NSF/ANSI 305 compliant facility).

Summary:

The Key Account Manager is a highly self-motivated sales leader with strong account management and relationship building skills. Superb written and oral communication skills enable the Key Account Manager to effectively interface with accounts and act as the liaison between the customer and all relevant departments at Earth Mama HQ. Their passion for the natural products industry is infectious, and they exude enthusiasm for Earth Mama's products and mission. They are a natural achiever and they excel in a fast-paced business environment, handling multiple projects and competing deadlines simultaneously with grace. The Key Account Manager is highly organized and delivers accurate work efficiently and on-time.

The Key Account Manager is responsible for managing key accounts and maximizing sales opportunities within them. Focused on growing and developing existing relationships with accounts across the country, together with generating new business. Directly responsible for sales and business development of 20-25 key accounts in Natural & FDM, as well as assisting the Director of Sales with natural channel Distributors, in order to achieve our full business potential. Responsible for carrying out multiple business plans in order to achieve sales goals.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Achieve quarter and annual overall sales goals as assigned by the Director of Sales through building strong business partnerships and clearly communicating account objectives to the applicable members of the sales team.





- Accountable to measurable performance objectives for sales performance, ACV (new and existing items), promotional and merchandising execution.
- Full accountability for managing and implementing programs/ business plans to ensure success in each assigned account. This includes frequent follow up for all aspects of the business. Ensure that distribution, promotional, merchandising and pricing goals are delivered for each assigned key account within their deadlines.
- Meet with account contacts regularly (by phone and/or in person) to review and set forth mutual business plans.
- Understand each account's operations to maximize opportunities.
- Assist Director of Sales in managing distributors. Develop strong business partnerships with distributor sales teams and account managers to maximize business opportunities and effectiveness. Assist in the creation of programs and promos to increase sales through distributor partners. Provide training to distributor sales teams and attend table top shows and events.
- Work with Director of Sales and Accounting to resolve distributor chargebacks. Work as a liaison to Accounts to dispute charges where appropriate. Generate chargeback reports and summaries as requested.
- Consistently fulfill commitments made to customers and Earth Mama team members.
- Effectively manage and collaborate with partners to optimize their contribution to Earth Mama's business goals and strategies, including distributor sales teams & account managers and field broker teams.
- Mentor the Sales Coordinators, clearly communicating and helping prioritize the needs of the SLT. Help make sure deadlines are met and paperwork is submitted for promotions and new items. Model professionalism and develop solid business partnerships through effective communication and follow up.
- Work closely with National Field Sales Manager providing tools for growing regional accounts. This includes (but is not limited to) sharing business planning templates, sales reports and promo/new item information.
- Track and record activity on accounts. Ensure that all relative account data is accurately entered and managed within the company's CRM and/or other sales management system.
- Assist the Director of Sales to develop contests, education events, and other creative initiatives to increase sales and merchandising visibility.
- Financial management responsibilities include: understanding gross and net sales, forecasting for account list on a quarterly and annual basis, knowing how funds budgeted (discounts, coop, demos, other) are being invested in each account. Utilization of car stock allotment to ensure best use. Adhere to and create annual budgets for growth and spending.
- Manage and stay within MDF budget for each assigned account. Ensure that sales activities are cost effective, efficient, and within established budget constraints and metrics are in place to monitor and adjust if necessary





- Communicate market conditions and needs to the Director of Sales to ensure our programs and plans are competitive, focused and successful.
- Work with Director of Sales to ensure successful execution of trade and table top shows. Help evaluate ROI and identify profitable shows Earth Mama is not currently attending.
- Other duties and responsibilities as assigned.
- Complies with all company policies and procedures at all time.

Supervisory Responsibilities

None

Good Manufacturing Practice (GMP) Responsibilities

Ensure any feedback from (customers or personnel) regarding known or perceived quality issues of products is relayed to CEO.

Indicators for Success/Key Performance Indicators (KPIs)

- Achieve targeted sales goal for KA (quarterly and annually)
- Stay within total MDF budget (quarterly and annually)
- Meet or exceed distribution drive (existing items) goals (quarterly)
- Includes departmental KPIs indicated on Annual Strategic Plan

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Strong interpersonal skills with the propensity to successfully foster new and maintain long-standing business relationships
- Excellent communication skills, both verbal and written; skilled in the art of negotiation
- Possess strong account management skills and business acumen
- Strong planning, analytical and problem-solving skills
- Maintains high levels of organization and detail





- Ability to multitask, prioritize and delegate responsibilities in an effective and efficient manner
- Ability to work independently and as a member of cross-functional teams
- Ability to spend up to 40% of the time in the field, including some overnights
- Acute attention to detail and high professional standards
- Versatility, flexibility and a willingness to tackle changing priorities and multiple deadlines with enthusiasm
- Strong desire to learn and grow with a fast paced, mission-driven organization
- Consistent team player, positive attitude and a role model for the company and its mission

Education and/or Experience Requirements

- Bachelor's degree and 5 years demonstrated skills/results in Sales and Account Management.
- High competency level in use of Microsoft Office Suite (Excel, Outlook, PowerPoint, Word). Experience in working with an CRM/ERP system a plus!

Physical Demands

The physical demands here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand and walk. The employee is regularly required to sit; use hands to finger, handle, or feel; and reach with hands and arms. Specific vision abilities required by this job include the ability to be able to view a computer screen, and the ability to drive a car.

Work Environment





The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually low.

Signatures:

Supervisor (signature)	Title	Date
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Employee (signature)	Title	Date
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The above statements are meant to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified.

