

Position Description

POSITION TITLE:	Key Account Manager
FUNCTION / TEAM:	Commercial
LEVEL:	Direct Sales
DIRECT REPORTS:	0
FINANCIAL DELEGATIONS:	0
REPORTS TO:	Head of Commercial

ORGANISATIONAL OVERVIEW

Sewer Equipment Company (Aust.) - SECA is an Australian owned family business.

Established in 1967 the company is recognised as Australia's leading supplier of equipment for the cleaning, testing, inspection and rehabilitation of pipes, sewers, and drains.

We represent the future of pipeline technology, and our experienced team will identify the right equipment for our customers.

FUNCTIONAL PURPOSE

The Commercial function is accountable for enabling the mission of SECA through identifying and growing new business and maintaining existing customer relationships with a vision to grown revenue and profit margins, and with the use of strategic commercial plans.

PURPOSE OF THIS POSITION

The primary purpose of the Key Account Manager position is to exceed Gross Profit budgets by building mutually profitable partnerships with our biggest customers.

The position will build Profitable Partnerships with Key Accounts, develop strategies, and maintain long-term relationships with key customers, whilst maximising sales.

This role will serve our high-priority customers (top 20) by identifying needs and requirements to promote SECA's solutions and achieve mutual satisfaction, along with revenue growth whilst maintaining agreed profit margins for these customers.

KEY RESPONSIBILITIES

Promote a Safety Culture through People Leadership, Development and Performance Management

- Role model company values ensuring a positive customer experience and leading and inspiring a culture of safety.

- Champion compliant Work Health and Safety practices across the organisation and coach, train, and role model safe practices.
- Promote a safety culture and great place to work.

Build Profitable Partnerships with Key Accounts

- Exceed Gross Profit budgets by building mutually profitable partnerships with our biggest customers.
- Establish and build sustainable relationships with customers to clearly identify their needs and priorities.
- Develop a thorough understanding of key customer needs and requirements
- Embed structure and ways of working with our key customers.
- Resolve any issues and problems faced by key customers and deal with complaints to maintain trust.
- Ensure the correct products and services are delivered to key customers in a timely manner.
- Serve as the link of communication between key customers and internal teams.

Grow key account customer revenue, develop key account strategies and identify opportunities

- Develop data-led, key account strategies to grow revenue whilst maintaining agreed profit margins, including pricing strategies.
- Participate in customer/industry research activities, mapping out customer organisations to identify key stakeholders and decision-makers.
- Work in partnership with our teams to support successful development of proposals to key customers.
- Establish and implement continuous improvement activities for key customers.
- Monitor KPI and performance against continuous improvement targets and key customer needs.
- Expand the relationships with existing customers by continuously proposing solutions that meet their objectives. This includes actively marketing SECA's products and services to key customers.
- Identify branch level opportunities and cascade to sales representatives.
- Provide and follow up quotes for new and existing business.

New Business Development

- Through data-led and market intelligence identify new business opportunities. Commercialise the opportunity
- Develop strategies & objectives to grow SECA's business in these underdeveloped and/or non-trading customer groups
- Execute to a specific, time bound plan

Regular reporting and Administration

- Report on current activities and new business development opportunities and outcomes to the Head of Commercial and Managing Director
- Prepare regular reports of progress and forecasts to internal and external stakeholders using key account metrics
- Manage forecasts and budgets (for key customers) to meet financial targets and objectives
- Participate in RFQ and tender responses for potential key customers
- Maintain key customer records and issues log to ensure recurring issues and ensure corrective actions are actioned in a timely manner

- Liaise between key customers and support teams to ensure the timely and successful delivery of solutions
- Draft and review contracts/agreements
- Keeping abreast and working in accordance with all company policy and legislative requirements
- Deliver efficiencies through continuous improvement in daily work Monitor effectiveness and identify opportunities in the company-wide execution of customer enquiries
- Adherence to agreed ways of doing things, including IT systems and processes
- Any other duties as requested by executives

SUCCESS PROFILE

Knowledge

- Commercial and financial acumen, including working knowledge of P&L
- Strategy, business growth
- Understanding of the sales lifecycle

Experience

- Outside of industry
- Account management experience - developing account plans and mapping
- Using CRM to drive work activity

Capability

- Data analysis and reporting
- Microsoft suite - Excel & ppt (intermediate)
- Presentation skills
- Influencing and negotiation skills
- Valid driver's licence
- High level attention to detail

Attributes

- Professional and well-presented
- Curious and open to learn
- Collaborative
- Willing to roll up sleeves and get sh!# done
- Flexible and committed
- Follows through
- Great attitude and passion
- Ambitious

KEY RELATIONSHIPS

- Commercial Sales and Marketing
- Operations and innovation
- General Management
- Customers

BEHAVIOURAL CAPABILITIES

Our Guiding Principle

Keep it simple: make it easy for customers to do business with us.

Lives the Values of SECA

- Get sh!# done
- Bring the love
- Act with Swiss precision
- We're better together



Acceptance

To show you have read and accept the duties and expectations set out in this Position Description, please sign below:

Employee Name: _____

Signed: _____

Date: _____