



**An opportunity currently exists for a:**

## **Key Account Executive**

**REPORTS TO:** Channel Manager or Sales Director  
**LOCATION:** Maidenhead, Berkshire  
**HOURS:** 36.25 per week  
**CONTRACT TYPE:** Key Account Executive

- Based in Maidenhead the Key Account Executive is responsible for growing sales and profitability in selected accounts to include: customer proposals, delivering sales team training, end consumer days, conference attendance, marketing promotions, blitz day and telesales incentive days, external customer service team training and other brand building activities

### **Duties/Responsibilities**

- Developing and presenting activity plans to deliver key channel objectives and address needs of the customers. Maintain accurate account profiles and record activity for each account.
- Seek out opportunities for Avery within the customer over and above existing categories & products listed, work with Channel manager to bring back to business and execute in customer once signed off by Avery.
- Being responsible for all product categories, and working closely with the Channel manager & Sales Director to fully implement account activity plans whilst maximising returns within agreed contractual/discretionary budgets.
- Develop list of key contacts in each account across the sales and marketing teams of our customers in the channel, working closely with them to implement an agreed Avery activity plan.
- Support all accounts in the channel with sales support activities, exhibitions, product literature, sample campaigns, web site opportunities and catalogue optimisation.
- Present and manage promotions within the channel via activities designed to generate profit including the above activities, plus blitz days and training for Customer Service teams and Sales teams.
- Administration/reporting such as the completion of feedback sheets after customer activities, contact reports after customer visits.
- Liaising with the Channel manager and Avery Marketing to formulate and deliver customised promotions and incentives for specific product areas in line with the Company's national campaigns, whilst ensuring that the promotions budget delivers maximum return on the investment.
- Providing market intelligence re key trade challenges & issues, plus competitor activity to business, with objective to generate breakthrough ideas.

### **Person Specification**

#### **Critical Qualifications/ Skills/ Experience**

- Minimum of 2 - 3 years proven Field Sales experience (ideally within the Industry) and some exposure to key account management.
- Excellent PC skills (Microsoft Office) including Excel and PowerPoint
- Numerate and educated to A-Level or equivalent
- Experience in working to formalised account and activity plans
- Delivering presentations and training to groups

#### **Desirable Qualifications/ Skills/ Experience**

- Formal sales and negotiation training would be an advantage
- An understanding of how the Office Products sector works and existing relationships with dealer groups and/or Buying Groups would be desirable, but not essential.
- Some experience of a national role.

### **Essential Capabilities And Personal Characteristics**

- Strong influencing skills – the ability to bring people round to your way of thinking
- Proven ability to solve problems creatively, use initiative and make decisions under pressure
- Results driven – demonstrating a high level of drive and the determination to succeed and progress, along with a willingness to be accountable and take ownership
- Proven ability to work effectively as an individual or in a team.
- Communication/ relationship building – develops good internal & external relationships
- Highly flexible and adaptable - able to challenge & respond to changing business needs.
- A 'Can Do Will Do' attitude is valued by Avery and essential to this role.
- Tenacity and a high level of drive
- Good organisational skills – able to prioritise, plan and prepare effectively so that objectives are met. Punctual to internal and external meetings, meets deadlines.

### **Additional Information / Requirements**

- This is a national role and will require regular travel across the country.
- Ideally the candidate should be within 2 hours of Maidenhead offices. The role is home based, but they would be expected to be in the office at least 1 to 2 days per week.
- Individuals should be willing to spend regular nights away from home each month, including up to one or two weekends per Quarter.
- A full driving license is essential

If your skills and experience match the requirements listed above and you would like to apply for this vacancy, please send your CV to: [uk.careers@avery.com](mailto:uk.careers@avery.com)

**Issue date:** 8 May 2017

**Close Date:** 8 June 2017 (May close earlier subject to interest)