## ROLE PROFILE

|  |  |
| --- | --- |
| **Role Title** | **Assistant Key Account Manager** |
| **Internal Reference** | ODC-0430 |
| **Business Unit / Group Function** | ODC |
| **BU Team / Sub-Function** | Commercial |
| **Location** | Mumbai |
| **Team Leader Role** | National Key Account Manager |
| **Role Level** | 5 |
| **Team Members** | No |
| **Role Purpose**  To maximise distribution and execution of promotional activity and sales of the WG&S portfolio in identified top imagery accounts. | |
| **Accountabilities**  Accountable for Volume and Net Sales Value (NSV) delivery of the portfolio for the assigned accounts for driving sustainable sales through key accounts.  Execute and Measure Brand building, Availability, Visibility, Quality, Price, Activation and Promotion in these key accounts.  Build strong relationships with key customers in accounts to enhance long term business opportunities. Including with high profile business owners, General Managers and F&B directors.  To deploy & manage A&P and trade spend budget for key accounts as per activation calendar by activity-Brand.  Drive initiatives to increase share of voice in assigned accounts with through the line activation including trial generation, being the choice of brand in Banquets, effective drink strategy deployment etc.  Increase visibility of brands at the point of decision in the outlet and other brand building collaborations. Actively participate in promotions and events, which often occur in the evenings or on weekends. | |
| **Created by:** | Prashant David |
| **Creation Date:** | 11/08/2022 |
| **HRBP:** | N/A |
| **Date of last revision:** | 04/12/2023 |