

Turkey Jobs Expertini®

Key Account Analyst

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Company: Red Bull

Location: İstanbul

Category: other-general

Critical to this role is the ability to turn insights into action. The Key Account Analyst works with the National Key Account Manager. Key Account Analyst collects the necessary data from the KAMs and TMM to provide the necessary analysis for customers and about the market. He/She should support developing the strategy of key account team and enable the KAMS to take necessary actions to improve their effectiveness over the customer.

RESPONSIBILITIES

Areas that play to your strengths

All the responsibilities we'll trust you with:

Responsible for setting clear priorities for the business in the form of Key Performance Indicators (KPIs) that can be tracked, measured and turned into insights. Regarding the Nielsen market data, KA Analyst works closely with the Trade Marketing Manager and prepares monthly Retail Report, weekly Scan track report, and all other Nielsen reports. he Key Account Analyst will combine different sources of information and present the most important business developments to sales management and proposes routes of action that focus on the right business priorities.

Track results: Responsible for pulling information from the different data sources and analyzing the data and deriving insights from it. Tools: Responsible for making sure that the right tools to measure business performance are available. Know and understand the tools provided by HQ as well as those under development.

Provides systematic and actionable analysis of Red Bull's sales development (by market/region/channel/customer/distribution point/SKU etc.)

1 year of experience in the FMCG sector. Ideally in Business Insights Management, Category Management or Sales Management. (not mandatory)

Internship in sales of FMCG company is an asset for a new graduate

Motivation, Team Skills & entrepreneurial spirit.

Clear understanding of markets, sales & distribution, competitor activity, consumer behavior in FMCG context.

Strong analytical ability and commercial acumen to understand financial statements and market trends.

Fluent in written and spoken English. Very strong MS Office (Word, Excel, Power Point) skills

Knowledge of analyzing software (i.e. Nielsen Nitro/Advisor or similar) required.

Presentation skills.

Ability to work in a "self-guided" manner.

University Degree

Turkish native, Advanced in English

Key Account Analyst

Red Bull

Giving wings to people and ideas since 1987

In the 1980s Dietrich Mateschitz developed a formula known as the Red Bull Energy Drink. This was not only the launch of a completely new product, in fact it was the birth of a totally new product category.

What drives us Chasing our potential

Since the early days of Red Bull, an entrepreneurial mindset has always guided our approach to work and the environment we create:

Meaning

Find your meaning and use your strengths to achieve it!

The bigger reason why you work. To contribute and add value to something or someone.

Freedom & Responsibility

Take real responsibility for yourself and your work.

To have the freedom to work on something the way you want to.

Mastery

Love life, love work, love to challenge yourself!

Turn your talents into strengths to become excellent at what you do.

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