

Turkey Jobs Expertini®

On Premise Key Account Manager - Catering & QSR

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Company: Red Bull

Location: İstanbul

Category: other-general

The On Premise Key Account Manager is responsible for driving both the current and future distribution and sales of our product portfolio at the respective Key Accounts in the local market/area. S/he maximize business opportunities in a profitable way while developing long-term, mutually beneficial relationships with our top chained On Premise customers. S/he build powerful strategies based on industry and consumer insights to derive impactful measures which ensure a continuous development of our brand at each of the customers. As a result, On Premise Key Account Manager deliver business plan targets for sales and distribution for the On Premise channel.

RESPONSIBILITIES

Areas that play to your strengths

All the responsibilities we'll trust you with:

Alignment with HQ on international strategy, guidelines and customers

Identification of the most relevant channels and customers (size and relevance) in the respective market and development of long term visions to drive vertical and horizontal distribution and sales

Close alignment with local Marketing on market-relevant industry- and consumer insights and national focus areas

Annual business planning for On Premise Key Accounts, including budget- and volume forecast as well as a thought through activation plan for each Key Account

Maximization of existing customer performance via effective joint business planning

Acquisition of new customers from the relevant national universe

Negotiating win/win partnership agreements which add value to both Red Bull's and the

customer's business

Collaborating with internal (other departments) and external stakeholders (including, but not limited to buyers, sales- & marketing managers, controllers, logistic managers and CEOs) to leverage business success

Ensuring executional excellence on account level by utilizing (cross-departmental) resources, such as Musketeer- and Consumer-Collecting teams

Managing agreed budget forecast and spend for each account. Monitoring customer performance and margin against investment and taking corrective action where necessary

Measuring success by diligently tracking, analyzing and reporting on performance and areas of growth and opportunity

Ongoing data maintenance and optimization in the Key Account Tracker and sharing status on Key Account volume, distribution, execution and agreements twice per year with HQ

Establishing and nurturing relationships with key stakeholders (such as distribution partners, industry players and influencers, as well as on site F&B managers, store managers and staff)

Being a "Canbassador" and building affinity and understanding of the Red Bull brand and product within network

Delivering excellence with Red Bull's premium brand image in all activities and execution

3-5 year experience in On Premise Channel leading sales teams, catering & quick service restaurants experience.

Previous successful experience as Manager

Strong analytical, planning and financial skills

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

EDV (Word, Excel, Power Point, etc.)

Very high negotiation and communication skills

University Degree

Fluent English

Travel 10-20%

On Premise Key Account Manager - Catering & QSR

Red Bull

Giving wiings 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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