



Food for pets,
naturally.

Key Account Manager – Grocery

Big Country Raw is a company where we are truly passionate about what we do! We are proud of who we are, committed to the product we make, and care about the customers we serve. It is a place where we encourage each other to challenge the status quo so that we may achieve great things now and in the future.

In 2020 The Globe and Mail and Canadian Business Magazine recognized Big Country Raw as one of Canada's Fastest-Growing Companies. With year over year growth comes the opportunity to add to the Big Country Raw team. We are actively looking for an Order Management Specialist to join our Customer Experience team.

Overall Accountability

As a Key Account Manager - Grocery, you will effectively manage the total customer relationship for assigned Key Accounts while executing the business sales strategy to achieve customer revenue and profit targets. You possess the talent, drive and understanding of the retail sales environment to generate sales volumes and you will work collaboratively with our Retail partners focusing on maximizing the presence of Big Country Raw brands at store level.

Responsibilities:

- Develop and achieve the sales business plan for the business by implementing the strategy, managing total trade spend, and achieving agreed-to shelf, distribution and promotional targets.
- Satisfy customer needs and strive to deliver revenue, share, and contribution growth through knowledge-based solutions.
- Pro-actively identify and implement business-building initiatives that contribute towards the achievement of exceptional business results for Big Country Raw and our customers.
- Develop and implement trade promotion strategies and tactical plans with the customer.
- Launch and drive distribution of new and existing products.
- Negotiate programs and agreements and help manage in-store planograms
- Effectively manage internal and external relationships, meeting the agreed to level of customer contact with all involved parties.
- Identify and implement new and unique ideas and opportunities that positively influence consumer spending.
- Identify and manage OEM requirements and coordinate efforts with internal resources.
- Build multi-level working relationships through effective communication to create a high level of presence of Big Country Raw's grocery brand, Hungry Hunter, at store level.

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- Successfully manage trade spending and forecasting within each category.
- Maintain a safe and healthy working environment by following the company's Health and Safety program.

Qualifications & Experience

- Degree or Diploma in business/sales/marketing.
- 5 + years' Sales Representative / Account Management experience.
- Relevant experience in the consumer-packaged goods industry would be considered a strong asset.
- Previous experience in the pet food industry is an asset.
- Proven record of relationship management and business development.
- Proficient in a Windows environment, Excel, Word, Power Point & Outlook.
- Excellent communication skills with a proven ability to effectively negotiate.
- Must hold a valid passport and driver's license and is able to travel.

Competencies

- Driven
- Organized
- Self-motivated
- Relationship Building
- Resourceful
- Strong Follow through
- Excellent communication skills

How to Apply

- Please submit a copy of your resume and cover letter to alison@bigcountryraw.ca
- Applications must be submitted prior to May 25th, 2021.
- We are conducting an internal and external search simultaneously. We wish to thank all applicants for their interest however only those applicants selected for an interview will be contacted.
- Big Country Raw is committed to meeting the needs of persons with temporary and/or permanent disabilities in a way that allows them to maintain their dignity and independence. We are happy to discuss any need for accommodation in the workplace and will make an effort to meet those needs in a timely manner by preventing and removing barriers to accessibility in the areas of information, communications and employment.

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