



Keroche Breweries is a Leading Brewer and a **“PROUDLY KENYAN OWNED COMPANY”** brewing natural and sugar free, high quality drinks that include Summit Lager, KB Lager, Summit Malt, Vienna Ice, Vienna Strong, Crescent Vodka, and Valley Wines (Red and White). Keroche Breweries embraces a strong entrepreneurial spirit and is very passionate about building quality brands.

Keroche Breweries is categorized into Demand and Supply, the Demand business is involved in marketing and pushing the product to consumers. To achieve this venture, we seek to hire Key Accounts Managers.

### **Main Purpose of the Job**

The Key Accounts Manager is a high-level contact between KB and it's key accounts and will be the “Push” Element in driving profits/NSV, volumes / brand growth.

This role requires that the job holder is 100% field based in DIVISIONS, with long periods unsupervised and extensive travelling with an occasional night away from home.

To manage All Take home trade channels, All supermarkets & Convenient Stores, DEFCOs, Duty Frees, Hotels, Clubs & Style bars and manage the development and execution of Key Accounts' plans to achieve mutually defined objectives, profits/NSV and brand growth targets.

### **Responsibilities**

- Leadership: This role involves internal liaison at middle/ senior manager level and high level of cross functional support.
- The KAM is a key strategic contact between KB and trade partners and is expected to have high levels of respect/contact required.
- Develop Key Accounts Management Program and Business Plans with Distributor owners / with KPIs maximizing our RTM value chain and working to drive both volume “Push and “Pull” within both distributors and at the retail end
- To define and deliver stretching Key Accounts business plans and the strategy for their implementation around a total alcohol, one portfolio approach
- Identify emerging trade trends and insights.
- Able to build activity plans at Key Accounts level and innovatively implement at retail
- Ability to work cross functionally within KB both beer and spirits
- Build Key Accounts and Accounts Business Planning training and development plans in conjunction with sales training (one portfolio beer and spirits)
- Develop execution plans and activities matching brands with opportunities
- Ensure compliance with safety requirements at the work environment.

### **Qualifications**

- A Bachelor's degree or a Diploma in Sales & Marketing or other a business related field or equivalent
- At least 5 years' experience with 2 years as Area Business Partner or Customer Relationship Representation
- Verbal and written Communication skills
- Excellent Customer Relations Management/Service
- Possess Good interpersonal skills
- Proficiency in computer applications and reports writing
- Ability to drive a manual car

### **How to Apply**

Interested Candidates should send their applications to [vacancies@kerochebreweries.com](mailto:vacancies@kerochebreweries.com) - a cover letter with the subject line **of the position you are applying for** and a CV on or before 25<sup>th</sup> August 2021 quoting three referees and your expected remuneration addressed to: The **Head of Human Resource & Administration, Keroche Breweries Ltd., NAIVASHA**

**Keroche Breweries is an equal opportunity employer.  
Only shortlisted candidates will be acknowledged.**