



Position: Key Account Manager

Status: Permanent Full Time – Remote Position

Interested in a new role with loads of growth potential? We are looking for a **Key Account Manager** to manage partnerships with some of our key accounts, including Grocery, Drug, and Amazon. If you are motivated, great with people, have an entrepreneurial mindset, strong analytical and strategic selling skills, and proven leadership capabilities, we'd love to hear from you!

St. Francis Herb Farm is a leading herbal supplement brand, located in Barry's Bay, Ontario. We are a family owned and operated company with 35+ years of uncompromising quality and service to our valued customers. Our Mission is to empower people on their wellness journey through education and plant medicine.

Reporting to the National Sales Manager, the successful candidate will be part of a team culture built on:

- **Balance** – loving your job and loving life
- **Care** – about helping people, for our community, our company and our products
- **Communication** – active listening, be present, be curious, seek to understand
- **Fun** – celebrate wins, taking pride in your accomplishments and those of SFHF
- **Motivation** – towards common goals, continuous learning and improvement, by helping people
- **Ownership** – entrepreneurial mindset, own it, be creative, challenge the status quo
- **Teamwork** – collaborate with colleagues and partners, better together, never say no, find win-win solutions
- **Trust** – an environment where you can work at your best, where's it's ok to make mistakes and learn from them, do what is right even when no one is watching

Responsibilities/Duties:

- Drive sales grow on Amazon.ca by creating and optimizing listings, SEO, advertising and catalogue optimization.
- Develop and maintain strong collaborative working partnerships with key accounts across Canada, serving as their primary point of contact, addressing any inquiries, issues, or concerns in a timely and professional manner.
- Drive growth and company sales objectives by understanding customer needs, providing product recommendations, and offering solutions to meet their requirements.
- Plan and execute account programs with a focus on sales objectives, promotional opportunities, merchandising plans, and effective trade spend management.
- Analyze sales data and performance metrics to track progress against targets and identify areas for improvement.
- Collaborate with internal teams, including Sales, Marketing, and Product Development, to develop and execute strategic account plans tailored to each account.

- Negotiate pricing, promotions, and programs with key accounts to maximize profitability and ensure alignment with company objectives.
- Identify and pursue new business opportunities with existing key accounts, as well as new potential accounts.
- Monitor market trends, competitor activities, and industry developments to identify potential threats and opportunities within the supplement and herbal industries.
- Provide regular updates and reports to management on key account performance, market insights, and sales forecasts.
- Stay abreast of regulatory requirements and compliance standards relevant to the supplement industry in Canada.

Experience:

- Minimum of 3-5 years of experience in key account management within the natural health industry or related field.
- Experience working with Grocery, Drug and/or Amazon preferred.
- Proven track record of successfully managing key accounts and driving sales growth.
- Strong negotiation, communication, and interpersonal skills.
- Ability to work independently and collaboratively in a fast-paced, dynamic environment.
- Excellent analytical skills with proficiency in data analysis and reporting.
- Knowledge of the Canadian supplement market, including key players, trends, and regulations, is preferred.

Education:

- Bachelor's degree in Business Administration, Marketing, or related field.

Other Requirements:

- Based in the Toronto/GTA area preferred
- Reliable cell phone with internet access and home internet
- Able to travel within Canada and available for out of town and overnight travel as needed

What We Offer:

- Mentorship and professional development
- Product Discounts
- Social Activities
- Group Health Benefits
- Cell phone allowance
- Paid work-related expenses
- Competitive salary plus bonus

Qualified candidates are invited to e-mail their cover letter and resume in confidence to jobs@stfrancisherbfarm.com by **4pm on Sunday, May 12, 2024.**

St. Francis Herb Farm is happy to provide employment accommodation during the recruitment process. Should you require any accommodations, please indicate this on your application and we will work with you to meet your accessibility needs.