



# Retail and Technology UK

Account Executive – Commercial

## About GfK

The GfK Group is one of the largest market research companies in the world. The Group has a staff complement of 10,000+ employees working in 100+ operating companies covering more than 100 countries of the world who deliver the knowledge on markets and sectors which our clients need for their decisions. The GfK Group is headquartered in Nuremberg.

GfK is a full-service institute, which regards itself as a supplier of knowledge. It is a company with a tradition, which places a high value on continuity, long-term client relationships and consistent achievement at the highest level. This is also the reason why GfK cultivates its roots, which lie in academic research. The focus on innovation and progress is a central component of GfK's corporate culture, ensuring that the advanced technology and consistent quality of the methods, tools and practice areas used.

GfK delivers services in all major consumer, pharmaceutical, media and service sector market segments. Services are divided into three sectors: Custom Research, Retail and Technology and Media, a structure based on the sources of the data supplied by GfK to its clients.

With the recent and exciting addition of FashionLife, GfK's market leading research is now further available within the Fashion and Luxury Goods Markets.

## GfK Retail and Technology – Continuous Market Research

GfK Retail and Technology is the world's leading market researcher for tracking Point-of-Sale (POS) data in technical consumer goods and entertainment media markets.

GfK receive data from retailers and resellers in more than 80 countries worldwide. The GfK data platform, [StarTrack](#), compiles this data and provides retailers, manufacturers and industry leaders with comparable information at both country and international level.

## Summary of Role

The Account Executive position is both a developmental role and one with real responsibility from the beginning. Whilst the individual is developing their skills in Retail Market Research, Account Management, Product and Retailing Knowledge they will also support a client team, working across a range of the Company's blue chip clients.

## Main Responsibilities

- Service – Ensure client queries are responded to professional and accurately within 24 hour response rate
- Develop an understanding of Retail Audit Methodology and GfK Systems
- Build market and product knowledge on all related products and panels
- Monthly data production, as specified by line manager.
- Support a well-defined list of clients and retailers, as specified by the line manager

Assist the Line Manager as follows:-

- Ensuring that data quality is in line with GfK international standards and standards set by the Research Director
- Preparation of presentations and general client servicing
- Preparing for recruitment and servicing of retailers
- Gathering all information necessary to undertake data reconciliation
- Ensuring the business group follows the GfK international standards
- Ensure methodologies and deliverables follow GfK international standards

## Core Competencies

- Excellent Customer Focus – Focus on customer needs and requirements
- Team Spirit – Co-operative working with other team members
- Desire for Continuous Improvement - Both within business and career development
- Organisational Awareness – Understand the GfK business
- Growth - Go the Extra Mile to Deliver Outstanding Results!

## You will need

An analytical mind, excellent IT skills, plus either previous work experience or a desire to operate in a customer focussed environment.

Education: Ideally Educated to Degree Standard

## Your Future Career Development - the next steps

How much could you achieve in one year? Our Award Winning Induction Training Programme and on-the-job training will provide everything you need to reach the role of Account Manager L1 in the shortest possible time - ideally by the end of your first year.

## Other Responsibilities

Other responsibilities may be allocated by the line manager to ensure the effectiveness of the Group.

All employees with GfK Retail and Technology UK Ltd are expected to promote the image of the company. This will be done in part, by adopting a professional appearance and maintaining an efficient and effective working environment.

It is expected that employees adhere to any specific deadlines set in respect of company issues relating to professional servicing (internal and external) and objectives.

The detail and scope of this job description may be altered to take account of changing company needs.