



Job Description: **SENIOR ACCOUNT MANAGER (Fashion)**

Reporting to: **BUSINESS GROUP DIRECTOR**

Start Date: 4th January 2010

The 'Award Winning' UK Retail and Technology division of the GfK Group seeks a Senior Account Manager to work within their successful Retailer Services Division.

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 115 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 UK 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 70 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.

Job Function

The Senior Account Manager (Fashion) will be responsible for developing the Fashion business within the Retailer Services team. It is their objective to provide a high level of service and build a strong relationship with standalone fashion retailers and current clients with a fashion offering and by doing so maximise retailer co-operation with GfK on the basis of free data exchange. Whilst the primary role will be focussing on fashion, there will also be the opportunity to work with other clients and also on other aspects of the business (i.e. building reports etc.)

The Senior Account Manager cumulates retailer knowledge, ensures the retailer uses the data throughout their organisation and effectively sells and markets the company's additional services to the retailer. The Senior Account Manager helps to maximise the profitability of the division.

Main Responsibilities

- Recruitment of new retailers to GfK.
- Ensure high level of retailer servicing and establish good relationship with key contacts within your retailers.
- Achievement of the revenue target.
- Negotiate new contracts with allocated and new retailers and agree a suitable level of service.
- Identify additional analysis/reports/services that can potentially be sold/offered to the retailers.
- Full responsibility for the report quality and timely delivery of reports to retailers.
- Provide 24 hour support to retailer queries.
- Keeping up to date records on contacts, correspondence and meetings with the retailers via a query log.
- Ensure that all records for sending data to the retailers are up to date and accurate – QuickView/Inmarkt Express/topline reports/charts.
- Ensure retailers are using GfK data and services throughout their organisation, thereby ensure that GfK data is an integral part of the retailers buying decisions.
- Organising and delivering presentations to key retailer contacts with the relevant product experts and ensuring that any queries during presentations are followed up satisfactorily.
- Identify and organise the training needs of your allocated number of retailers.
- Provide support to all areas of the business: IDAS Ops, Coding, Research and Commercial Department.
- Responsible for building market knowledge through monthly post QC calls.

Core Competencies

- Able to develop a retailer account
- Able to identify, develop & bring in leads from retailer base
- Able to negotiate fees and service at all levels
- Set and measure performance targets for whole retail service
- 100% stand-alone with clients
- Full knowledge on revenue base, able to manage and forecast the revenue base
- Able to manage a project through all steps: inception to sale/delivery to client
- Fully organised and traceable workflow
- Full knowledge on universe and sample
- Ability to understand and analyse data
- Able to operate all GfK systems and to give training to retailers on these systems
- Ability to analyse retailer queries alone
- Able to explain Retail Audit Methodology
- Aware of standard terms of a GfK contract
- Full knowledge of ratecard theory and how to generate a quote
- Full knowledge of the retailer and their positioning within the market
- Quality standards are key to this individual
- Excellent communication skills at all levels both internally/externally
- A logical thinker, able to dissect and analyse client queries
- Ability to work as a key member of the retailer services team
- Develop skills across the rest of the team
- Transferable skills that demonstrate a passion for retail and an interest in fashion
- Ability to network across levels and industries

Experience

- Work experience coupled with an understanding of the fashion industry (from a commercial perspective)
- Demonstrable links to the retail industry
- Using data and insight
- Customer Relationship Management
- Presentation Skills

Future Career Development

- Account Director

Other Responsibilities

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

All employees within 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 of staff to adhere to any specific deadlines set in respect of any Company related 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.