



Channel Account Manager UK

GfK Retail and Technology UK
Reporting to: Account Director

The 'Award Winning' UK Retail and Technology division of the GfK Group seeks a Channel Account Manager to work within their successful IT business. The successful candidate will be responsible for the ongoing relationship between GfK and partner businesses within the corporate IT channels.

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 candidate will not only be targeted with the retention and ongoing relationships between GfK and their international blue-chip corporate reseller partners, but will also be responsible for the ongoing recruitment of new partners to work with GfK in a data-exchange set up. As well as working with UK based resellers the individual will also be expected to build relationships with multi-national business to business resellers with the long term view of key account management.

Ensuring the continued development and improvement of the tracking of the IT corporate channels is a key business requirement for GfK and therefore the individual needs to display a positive attitude with a strong desire to achieve their set targets.

The Channel Account Manager will be expected to forge strong relationships with Senior Management at our current and prospective partners; therefore ability to effectively network would be expected. The candidate will need to learn about the driving factors in the corporate channels and attend events to help broaden GfK awareness.

Previous Experience:

- Working for IT Distributor/ IT Vendor/ IT Reseller
- Sales/Marketing

Will need to be:

- Confident
- Self Motivated
- Have a network of contacts

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 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.