

Job Title : Key Account Manager – Modern Trade, Quick Commerce & E-commerce

Location : Mumbai

Reporting To : Sales Head / Channel Head

Role Objective

The Key Account Manager (KAM) will be responsible for driving growth, visibility, and profitability across Modern Trade (MT), Quick Commerce (Q-Com), and E-commerce platforms.

This role owns key account relationships, secondary sales performance, platform execution, and ROI-led promotions, while working closely with Marketing, Supply Chain, Finance, and Category teams to ensure strong in-market execution and sustained off-take.

Key Responsibilities

1. Key Account Ownership & Sales Performance

- Own primary and secondary sales targets for assigned MT, Q-Com, and E-commerce accounts
- Drive volume, value, and range growth across key categories and brands
- Track performance vs targets and take timely corrective actions
- Ensure strong secondary sales momentum and offtake visibility

2. Account Management & Relationship Building

- Build and manage strong working relationships with key retail chains, Q-Com players, and E-commerce platforms
- Lead business reviews, joint business plans (JBPs), and negotiations
- Act as the single point of contact for assigned accounts
- Ensure disciplined follow-up on commitments, launches, and promotions

3. Distribution – Listings and Assortment Management

- Identify and close listing gaps across cities, platforms, and accounts
- Ensure right assortment, right packs, and right availability on each platform
- Drive SKU activation for new launches and priority brands
- Monitor availability, stock positions, and service levels

4. Data Accuracy, Discipline & Governance

- Ensure strong visibility across digital shelves and in-store environments
- Work with marketing and platforms to:
- Keep product tiles, images, descriptions, and content updated
- Execute visibility and merchandising programs
- Track paid and unpaid visibility share and improve presence vs competition

5. Promotions, Schemes & ROI Management

- Plan and execute trade promotions, visibility programs, and platform campaigns
- Track promotion performance and ROI
- Ensure spends remain within approved budgets

- Recommend course corrections to improve efficiency of trade spends

6. Launch Excellence & New Brand Growth

- Lead execution of new product and new brand launches across MT, Q-Com, and E-com
- Coordinate listings, visibility, stock readiness, and promotion plans
- Track off-take post launch and share insights with Sales & Marketing teams

7. Data, Reporting & Market Intelligence

Track and analyze:

- Secondary sales
- Off-take trends
- Platform-wise and category-wise performance
- Collect offtake and category data from accounts where available
- Share insights on:
 - Consumer behavior on platforms
 - Competitive activity
 - Pricing, packs, and promotions

8. Cross-Functional Coordination

- Work closely with Supply Chain & Logistics to ensure:
 - Strong fill rates
 - Minimal stock-outs
- Coordinate with Finance & Commercial teams for:
 - Timely invoicing
 - Claims processing
 - Credit control and collections
- Partner with Marketing & Brand teams on execution and feedback

Candidate Profile

Education

- Graduate mandatory
- Post Graduate Degree / MBA in Sales or Marketing preferable

Experience

- 5–8 years of experience in Key Account Management / Modern Trade / E-commerce
- FMCG / Consumer Products background strongly preferred
- Hands-on exposure to MT, Q-Com and/or E-commerce platforms

Key Skills & Competencies

Functional Skills:

- Key account management & negotiation

- Trade promotion and ROI management
- Strong understanding of modern retail and digital commerce dynamics
- Data interpretation and performance tracking

Behavioural & Leadership Attributes

- Strong relationship and influencing skills
- Structured, disciplined, and execution-oriented
- Problem-solving mindset
- Ability to manage multiple stakeholders and tight timelines

What Success Looks Like in This Role

Consistent achievement of primary and secondary targets

- Strong visibility and availability across platforms
- Successful launches and scaling of priority brands
- High credibility with key accounts and internal stakeholders
- Improved ROI on trade spends
