



Account Manager Job Description

Position Summary:

The Account Manager will be responsible for growing sales with accounts and will manage the business relationship. This person will work with a team of professionals who are responsible for supporting the sales team in product development, sales analytics and performance, sourcing and logistics and marketing. This person is expected to live in Eugene, Oregon and be active in the vendor community. The successful candidate will have excellent communication and presentation skills and a strong understanding of vendor expectations.

Primary Responsibilities:

1. Account Management and Development

- Prepares and executes sales strategies, programs, product promotions and sales goals for accounts.
- Prepares and implements annual business plans and reviews with the sales manager.
- Prepares product and product line reviews for accounts.
- Grows existing business through the introduction of new products, addition of new stores, targeted promotions, training and brand building.
- Establishes customer pricing in conjunction with the president and sales manager.
- Visits accounts as needed to build and maintain relationships. Travels to trade shows and other promotional venues.
- Works with Burley marketing to support accounts and build the Burley brand.

2. Forecasting and Account Analysis

- Analyzes existing and anticipated customer requirements to ensure product availability.
- Prepares, updates and monitors customer forecasts.
- Establishes and measures customer performance metrics (sell-through, inventory levels, gross margin, etc.)
- Collaborates with all departments within Burley to continuously improve our customer performance metrics.

3. Strategic Planning

- Participates in strategic and operational planning projects with a focus on delivering improvements in the service levels to our customers, driving operational efficiencies, identifying new product or new channel opportunities and additional opportunities to grow our business.
- Assesses and monitors competitor activity within accounts; identifies and reports on significant market trends within our industry.
- Understands the current and future business strategies and plans of our major accounts and shares this information with Burley's management team.

Educational Requirements:

- Bachelor's degree required.

Experience/Skills Requirements:

- One to two years of account management experience.
- Excellent written and oral communication skills.
- Demonstrated strong skills in cooperation, decision-making and problem solving.
- Excellent organizational skills and attention to detail.
- Ability to effectively prioritize and manage workload in conjunction with deadlines and budget constraints.
- Ability to read, analyze and interpret general business data including financial statements.
- Ability to effectively present information and respond to questions from groups of managers and customers.
- Strong experience with Microsoft Office applications (Word, Excel, PowerPoint).
- Strong financial and analytical skills.
- Demonstrated work ethic that includes neatness and punctuality.
- Understanding of the hardlines industry and related production, logistics and supply chain functions desirable.

Work Environment and Physical Demands:

- Work area is indoors in a climate-controlled environment with moderate background noise.
- Three to five weeks of travel per year is required.
- The ability to set up product displays is required.
- The ability to use a keyboard, and to communicate orally and in writing is required.
- The ability to work extended hours as business needs dictate.

FLSA Status: Exempt