



Key Accounts Manager (EpoI):

At RCL FOODS we see & do things differently, we think bigger, work smarter and as a team collectively work towards achieving our ambition; more food to more people, more often!

The Recruitment Team is on the hunt for 2 Key Account Managers to join our Animal Feed Business Unit.

The roles will be based in the Eastern and Western Cape respectively and will report to the Senior Customer Manager.

Minimum Requirements:

BSc / MSc in Agriculture

Registered with SACNASP

Minimum 8 years' experience in the Animal Feed industry in an advisory capacity with experience in broilers, layer and pigs.

Preferably 3 years in a feed management role

Valid code EB Drivers license

Key Responsibilities:

Budgeting: Set annual sales budget for Feed including sales volumes and margins with a view to maximize profitability. Agree on all budgets with the National Sales Manager Sales Management – Bulk

Sales: Plan, schedule and manage appointments for self-regulatory visits to customers on a regular call cycle.

Build excellent relationships with farmers through active engagement and demonstrated interest in their business and understanding of their needs.

Offer advice on animal management and nutrition to customers. Offer advice to achieve optimal performance results.

Become an integral part of the customer's organisation. Assist farmers to troubleshoot problems related to animal health or performance issues.

Monitor, record and analysing feed performance per species. Monitor feed quality and any related complaints and ensure they are followed up with the mill and feedback given to the customer.





Drive urgent responses to feed delivery issues. Manage logged complaints and problems related to customer service and delivery.

Meet regularly with the Mill Management team to discuss customer service measures, potential gained or lost volumes.

Understanding the credit applications procedure. Control discounts given to customers in conjunction with the National Sales Manager.

Analyse deviations in customer purchases, pricing, profitability, and performance and react accordingly.

Customer Service and Technical Back-up: Develop a deep understanding of customer needs and their operations and strategic objectives.

Ensure that clientele are updated on the latest developments within the specific technical arena.

Sales Coordination: Ensure that proper communication between customers and the company is maintained. Communicate with bulk sales coordinators / orders clerks regarding orders / delivery issues on a daily basis.

Ensure that carry-over's and late deliveries are managed effectively.

Pricing and Profitability: Gather information on a continuous basis on pricing per product per category, per region and per competitor.

Set pricing in relation to competitors and the brand positioning in the market.

Inform customers promptly on price changes by letter and through personal visits.

Market Research: Promote EPOL products (Broiler, Layer, Pig and Dairy bulk) through the business to business model (direct).

Establish the size of the feed market by volume and turnover, by broiler, layers, pigs and diary species and area and continuously update market share of the region.

Have knowledge of the opposition in the area.

Be aware of customer accounts and arrange meeting with debtors when needed. Monthly meetings with debtor department.

Integrated Management System (IMS): Take responsibility for the total IMS and adherence to ISO 9001 and 22 000 standards and requirements to Bulk clients.

Species Expertise Coordination: Manage and take responsibility for given species expertise on a regional base.





Guide and manage the Technical sales Advisor in the following: • Monitoring species performance versus competitors performance regionally and nationally • Compiling and maintaining performance matrixes on an ongoing basis • Keeping abreast on the latest technology in nutrition, animal performance and product development

Please apply online: www.rclfoods.com and go through to our careers page.

