

Job Title: Account Manager UK, Europe & APAC

Contract Type: Permanent

Start Date: Immediately

Reports to: Marketing Director



BYBI

We are a skincare brand who formulate clean and efficacious products, designed to optimise your skin's health. But alongside that we are also a values-driven brand who are trying to create change in an old-fashioned industry. We are striving to do better when it comes to our planet; be that through our raw materials, packaging or suppliers, whilst committing to only using 100% natural, vegan and cruelty-free ingredients.

BYBI stands for By Beauty Insiders. Founded by Elsie & Dominika in 2017, beauty bloggers, trained formulators and skincare experts who with the help of the team create products based on what they want and what they know doesn't yet exist.

Are you a business builder? Do you love growth? Are you looking for a new challenge for your well-honed account management skills? BYBI beauty is looking for a dynamic Account Manager to join the team to manage and deliver set financial targets for BYBI through working with key retailers across UK, Europe and APAC.

This is an outstanding opportunity for an ambitious individual with blue-chip experience to grow with a global business and become a key part of the management team.

You will align and engage in the Brand Vision, supporting in building and executing the brand strategies across all channels of distribution.

Duties & Responsibilities

- Develop and execute dynamic strategic plans to deliver wholesale and retail targets.
- Be the main point of contact in the business for our retail accounts
- Achieve financial goals - delivering retail, gross and net budgets whilst driving profitability, working collaboratively with customers and internal stakeholders.
- Pro-actively identify opportunities to increase trade across all accounts
- Overall responsibility for retailer P&L, drive profitability, discount budgets and returns targets
- Create and set up relevant account management systems and processes including financial trackers (wholesale, retail, discount budgets, returns, CAFs); ensure these are updated within the relevant timeline
- Continually analyse wholesale and retail data to identify strengths and weaknesses and spot trends and use your interpretation of this analysis to develop a commercial solution.

- Articulately and enthusiastically pitch the BYBI brand to potential and existing partners; know our story and products inside out, living and breathing our values.
- Have full understanding on the store operations and activities of each retailer and work in conjunction with the field-based store team to deliver dynamic wholesale and retail results.
- Develop, manage and maximise education programmes with store teams to ensure BYBI is front of mind
- Participate proactively in promotional and NPD launch planning processes, ensuring accurate updates throughout are communicated effectively, working collaboratively with marketing and the demand planning team; identify any future growth / current launch plan opportunities.
- Working closely with Marketing, develop, activate and report back on marketing programmes within each retailer: we are not another boring and mechanical beauty brand. What creative ideas can we come up with to roll out across our retail partners and really add value?
- Build relationships across a range of departments within each retailer, working collaboratively to build and implement strong retailer specific trade plans, with the ability to quickly identify relevant sales and marketing opportunities.
- Build and implement presentations to retailers with marketing, to launch and leverage new launches and growth opportunities
- Build distribution of products, identify and secure relevant space, location & visibility opportunities and execute with excellence in with the Brand Strategies.
- Hold regular store visits to understand commercial and retail environment and to seek feedback on challenges and successes, to build into future planning.
- Effectively communicate with field teams to brief on retailer strategy and opportunities to maximise retail and wholesale sales.
- To monitor and communicate competitor activity and performance within the store groups.
- Work closely with Operations Team to ensure stock flows
- Closely track all initiatives against sell through performance to report back on success.

The candidate

- Experience in a national account management or regional management role and knowledge of UK retailers both digital and physical stores
- Passion for and knowledge of the beauty industry with experience in haircare, skincare or cosmetics
- Strategic capability with a 360 degree approach to omnichannel whilst having attention to detail and be able to execute operationally.
- Excellent organisational and prioritisation skills, with a high attention to detail
- Excellent knowledge of managing data, analysing and interpreting for decision making, reporting and presentations.
- You will be comfortable working in a fast-paced, dynamic environment.
- You will be results driven with a growth mind-set and entrepreneurial spirit
- You will be flexible with a positive outlook

- Comfortable with challenging existing processes and taking the lead on developing new - we need someone to spot the opportunity to improve and have the confidence to execute
- Strong Microsoft knowledge, especially Excel
- You will be comfortable working in a dynamic environment and able to effectively prioritise to meet deadlines.
- Excellent communication and the ability to negotiate and influence.
- Strong relationship management ability
- A true self-starter; motivated, driven and hungry to succeed within a target-based role

Working conditions

- Home based at present, normal place of work Farringdon
- May be required to travel to United States or other geographies
- Criminal Record Check is required
- Must have valid Visa or right to work in the UK