

Key Account Management role-Variou Categories

[Apply Now](#)

Company: Lazada

Location: Vietnam

Category: other-general

Department: **Commercial** Location: **Vietnam** Department: Commercial Location: Vietnam **Job**

Description: KAMs plays a pivotal role in elevating strategic partnerships with prominent brands. This position demands a seasoned professional with a profound understanding of platform monetization to drive revenue growth through innovative solutions. Superb account management skills will be essential in cultivating and enhancing relationships with major brands.

Reporting to Team Lead, you will be responsible for :

Seller Operations

- Cultivate and maintain high-level relationships with key brand accounts, acting as the primary strategic contact point, lead or facilitate top to top relationship building
- Propose and execute promotions and marketing services that align with the brand's identity, making impactful campaigns and building a dynamic weekly marketing plan.
- Develop and implement a robust commercial business planning, with target setting, performance tracking and business reviews to ensure seller growth is faster than platform average
- Conduct weekly and monthly performance review with sellers/brands to optimize product, pricing, and promotion decisions, as well as marketing spend.
- Collaborate closely with internal teams to ensure seamless support in technology, supply chain, customer service, and marketing, aligning efforts to enhance overall brand satisfaction.

Assortment Operations

- Identify opportunities for top assortment expansion and incubation.
- Ensure best prices of top items and hero items
- Strategically plan and maintain optimal stock availability to drive ambitious GMV growth for both the platform and brand partners.
- Spearhead the selection of products and subcategories to be promoted on the platform, leveraging creative solutions to increase customer traffic and drive sales.
- Curate and apply comprehensive trend knowledge and industry insights to drive assortment success.

Campaign Operations

- Plan according to campaign calendar especially Brand specific campaigns, and guide brands to submit all eligible products for campaigns
- Negotiate attractive prices on key/top selling products and ensure stock availability
- Work with brands to submit additional mechanics/ promotions to make campaign deals even more attractive like vouchers, free shipping, combo etc
- Collaborate with campaign/ channel teams to ensure smooth and effective campaign submission and execution

Job Requirements In order to succeed in the role, you should ideally have:

- 4+ years of working experience in the respective industry (Electronics, Fashion, FMCG, Home etc.)
- Self-motivated, can do attitude, enthusiasm for ecommerce and its possibilities
- Outstanding communication and convincing skills
- Strong analytical skills and comfort with numbers
- Fluency in Vietnamese, good knowledge of English language
- Good command of Excel and other Microsoft Office applications
- Retail and Marketing knowledge experience a plus

[Apply Now](#)

Cross References and Citations:

1. **Key Account Management role-Variou Categories UkjobopportunitiesJobs Vietnam Ukjobopportunities** ↗
2. **Key Account Management role-Variou Categories Jobsinsaudiarabia Jobs Vietnam Jobsinsaudiarabia** ↗
3. **Key Account Management role-Variou Categories Seouljobs Jobs Vietnam Seouljobs** ↗
4. **Key Account Management role-Variou Categories Riyadhjobs Jobs Vietnam Riyadhjobs** ↗
5. **Key Account Management role-Variou Categories Jobsearchnews Jobs Vietnam Jobsearchnews** ↗
6. **Key Account Management role-Variou Categories Searchcanadajobs Jobs Vietnam Searchcanadajobs** ↗
7. **Key Account Management role-Variou Categories Politicaljobs Jobs Vietnam Politicaljobs** ↗
8. **Key Account Management role-Variou Categories Universityjobsnearme Jobs Vietnam Universityjobsnearme** ↗
9. **Key Account Management role-Variou Categories JobscareerscentralJobs Vietnam Jobscareerscentral** ↗
10. **Key Account Management role-Variou Categories Videoplatformjoblistings Jobs Vietnam Videoplatformjoblistings** ↗
11. **Key Account Management role-Variou Categories Srilankajobs Jobs Vietnam Srilankajobs** ↗
12. **Key Account Management role-Variou Categories Torontojobs Jobs Vietnam Torontojobs** ↗
13. **Key Account Management role-Variou Categories Journalistjobs Jobs Vietnam Journalistjobs** ↗
14. **Key Account Management role-Variou Categories Jobsqatar Jobs Vietnam Jobsqatar** ↗
15. **Key Account Management role-Variou Categories Seojobs Jobs Vietnam Seojobs** ↗
16. **Key Account Management role-Variou Categories Ridesharingindustryjobs Jobs Vietnam Ridesharingindustryjobs** ↗
17. **Key Account Management role-Variou Categories EnforcementjobsJobs Vietnam Enforcementjobs** ↗

18. **Key Account Management role-Variou Categories Blockchainjobs Jobs Vietnam Blockchainjobs ↗**
19. **Key account management role-various categories Jobs Vietnam ↗**
20. **AMP Version of Key account management role-various categories ↗**
21. **Key account management role-various categories Vietnam Jobs ↗**
22. **Key account management role-various categories Jobs Vietnam ↗**
23. **Key account management role-various categories Job Search ↗**
24. **Key account management role-various categories Search ↗**
25. **Key account management role-various categories Find Jobs ↗**

Source: <https://vn.expertini.com/jobs/job/key-account-management-role-various-categories-vietnam-lazada-8650ac2369/>

Generated on: 2024-05-03 by Expertini.Com