

Key Account Manager – Emerging Channels



Phone :

Web :

Job Summary

Vacancy :

Deadline : Jan 01, 1970

Published : Sep 12, 2025

Employment Status : Full Time

Experience : 3 - <5 Years

Salary :

Gender : Any

Career Level : Mid Level

Qualification : Bachelor Degree

Job Description

Function: Customer Development

Reports to: Modern Trade, Emerging Channels, Transformation & Capability Lead, CD

Scope: Ghana

Location: Ghana

Terms & Conditions: Full-Time; Permanent

ABOUT UNILEVER

With 3.4 billion people in over 190 countries using our products every day, Unilever is a business that makes a real impact on the world. Work on brands that are loved and improve the lives of our consumers and the communities around us. We are driven by our purpose: to make sustainable living commonplace, and it is our belief that doing business the right way drives superior performance. At the heart of what we do is our people – we believe that when our people work with purpose, we will create a better business and a better world.

At Unilever, your career will be a unique journey, grounded in our inclusive, collaborative, and flexible working environment. We don't believe in the 'one size fits all' approach and instead we will equip you with the tools you need to shape your own future.

JOB PURPOSE

To lead the development and execution of our sales strategy for emerging channels. The role is also responsible for identifying, building, and nurturing relationships with key partners and channels that represent growth opportunities for our brands.

WHAT WILL YOUR MAIN RESPONSIBILITIES BE

1. Channel Development & Strategy

- Identify, evaluate and prioritize emerging sales channels, especially beauty stores, Pharma, Petrol Marts and Institutions/OOH.
- Develop and implement go to market strategies for each channel to drive product placement, brand visibility and turnover growth.
- Identify emerging trends and competitive positioning within new channels.
- Work closely with marketing team to develop channel-specific promotional strategies and content that align with brand standards and resonate with shoppers.
- Lead implementation of category and visibility programs in the channels.

2. Customer management

- Identify, build and maintain strong relationships with channel partners to enhance collaboration.
- Negotiate with channel partners for better terms and conditions to drive growth.
- Lead joint business plans development and alignment with customers
- Provide customer insights, foresights and channel understanding for input in the development of joint business plans (Joint Business Plan).
- Gather and provide competitive information to headquarters
- Monitor pricing & ensure application of correct prices at POS

3. Sales growth

- Drive achievement of sales targets within emerging channels, ensuring alignment with overall sales growth objectives.
- Monitor and analyze sales performance within emerging channels, implementing improvements as necessary to maximize growth
- Drive assortment and act on availability of our brands
- Track and report on channel and category sales performance metrics, providing regular insights and recommendations to CD leadership.

Education & Experience

WHAT YOU WILL NEED TO SUCCEED Experiences & Qualifications • Sales experience or business development, with a focus on emerging channels. • Strong understanding of sales metrics and performance analysis • Proven ability to negotiate, influence, and manage high stake partners

Must Have

Skills • Shopper Marketing • Category Management • Excellent negotiation and presentation skills • Excellent analytical Skills • Joint Business Planning • Trade Management • Customer Relationship and Management • Commercial Strategy • NRM Levers 3/4/5 **Leadership** • You are energized by delivering fantastic results. You are an example to others – both your results and your resilience. You are constantly on the lookout for better ways to do things, engaging and collaborating with others along the way. • As an individual you are the one responsible for your own wellbeing and delivering high standards of work. You must also focus on the Consumer and what they need. You are humble and have your head up, looking around to interpret evidence and data smartly, spot issues and opportunities to make things better.

Critical SOL (Standards of Leadership) Behaviors **PASSION FOR HIGH PERFORMANCE:** Takes personal responsibility and accountability for execution and results. Has an owner’s mindset, using data and insight to make decisions. **PERSONAL MASTERY:** Sets high standards for themselves. Actively builds own wellbeing and resilience. **CONSUMER LOVE:** Whatever their role, always looks for better ways to serve consumers. Invests time inside and outside to understand the needs of consumers. **PURPOSE & SERVICE:** Has humility, understanding that leadership is service to others, inside and outside Unilever. **AGILITY:** Explores the world around them, continually learning and developing their skills. **APPLICATION**

LINK: <https://tinyurl.com/24tp9fmr> Unilever embraces diversity and encourages applicates from all walks of life! This means giving full and fair consideration to all applicants and continuing development of all employees regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership, and pregnancy and maternity. Unilever is an organisation committed to equity, inclusion and diversity to drive our business results and create a better future, every day, for our diverse employees, global consumers, partners, and communities. We believe a diverse workforce allows us to match our growth ambitions and drive inclusion across the business. At Unilever we are interested in every individual bringing their ‘Whole Self’ to work and this includes you! Thus if you require any support or access requirements, we encourage you to advise us at the time of your application so that we can support you through your recruitment journey.

Educational Requirements

Bachelor Degree

Compensation & Other Benefits
