



VACANCY

POSITION – KEY ACCOUNT MANAGER

LOCATION – HEAD OFFICE

REPORTING TO	COMMERCIAL MANAGER
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Company Profile

AAA-Growers Limited is among the leading Kenyan exporters of different types of Vegetables, Flowers, and Avocados. We are looking for a Key Account Manager to be based at our Head Office in Nairobi.

Job objective

AAA Growers – Veg is a division within AAA Group that deals with vegetables, chilies, and herbs. At AAA Growers - Veg, we produce a variety of premium & prepared vegetables, herbs, chilies, and fruits. Demand by some of our clients led to the addition of herbs into the product range that AAA exports. The growing started mid 2010 in chestnut Farm on a small scale and currently the herbs are spread across our three farms.

As the Key Account Manager, you will lead AAA Growers' domestic sales and supply chain operations for fresh produce, ensuring seamless coordination between client acquisition, merchandising, packhouse planning, and promotional execution. Drive growth through strategic partnerships, data-driven decision-making, and a relentless focus on customer satisfaction and brand excellence

Your tasks and responsibilities

- Identify and onboard new retail and B2B clients across Kenya in collaboration with the Commercial Manager.
- Maintain strong relationships with key accounts through regular check-ins, performance reviews, and tailored seasonal solutions.
- Coordinate client visits to farms and stores to reinforce brand trust and product knowledge
- Coach field sales reps and merchandisers to adopt proactive, consultative selling behaviors.
- Implement daily execution checklists, time logs, and training programs to ensure consistency and pride in execution.
- Review in-store execution, shelf placement, and promotional compliance using tracking tools and field audits.
- Align weekly and monthly packhouse programs with field availability and client orders.
- Ensure 90%+ client service levels through disciplined planning and communication.
- Oversee order flow, delivery schedules, and service level reporting across all regions.
- Monitor competitor activity, pricing trends, and consumer preferences.

- Conduct quarterly competitor reviews and recommend strategic adjustments.
- Support client pricing formulation and promotional pricing strategies.
- Drive new product development (NPD) initiatives and coordinate launches with marketing and field teams.
- Plan and execute big promotions, store openings, and seasonal campaigns with precision.
- Ensure promotional materials and planograms are deployed effectively to maximize visibility and sell-through.
- Develop monthly, quarterly, and annual sales forecasts aligned with farm operations and market demand.
- Track key account metrics and compile reports for internal and external stakeholders.
- Sign off on claims and manage client feedback loops to improve responsiveness.

Your profile

- Bachelor's degree in Sales & Marketing, Business Administration, Agribusiness, or a related field.
- A diploma in a relevant field combined with strong experience may also be considered.
- 3 - 5 years' experience in sales, client management, or business development (preferably in retail, FMCG, or agribusiness).
- Understanding of retail sales operations, merchandising, and customer relationship management.
- Basic knowledge of supply chain, order management, and service level monitoring.
- Strong analytical and reporting skills; ability to track KPIs and prepare performance reports.
- Good communication, presentation, and interpersonal skills for client engagement.
- Proactive, detail-oriented, and highly organized.
- Strong problem-solving ability and willingness to learn quickly.
- Flexible and adaptable to fast-changing market and client needs.
- Team player with a positive attitude and commitment to high standards of execution.

We offer.

AAA growers has great ambitions. Innovation, technology, and quality are high priorities. This results in a challenging working environment in which you can develop yourself. AAA growers offer plenty of room for personal growth and development. We have an informal and easily accessible working environment in which cooperation is very important.

The position comes with a competitive salary as well as other benefits.