



## WHOLESALE ACCOUNT MANAGER | SALES

Job Description | February 2019

### IKAWA

IKAWA is a fast-growing start-up based in east London.

We design and manufacture transformational, innovative systems to improve the quality and appreciation of coffee and have customers in over 70 countries worldwide.

Our products currently consist of two types of coffee roasting machines together with supporting apps and a range of curated green coffees. The award winning IKAWA Sample Roaster is used by coffee professionals to advance coffee quality by helping them improve their evaluation of green coffees. It has already been disruptive in this sector and is now being used by industry leaders to enter and win global coffee competitions.



IKAWA at Home Roaster was launched following a successful Kickstarter campaign and is used by coffee connoisseurs and enthusiasts. In this context, the IKAWA at Home range, encompassing the roaster, green coffee and accompanying roasting profiles makes the process of coffee roasting very simple. The accompanying apps enable experimentation and easy transfer amongst a community of users.

Join us and help deliver this potential.

Our head office is in Hackney, London. We also have a sales office in Los Angeles.

See: [www.ikawacoffee.com](http://www.ikawacoffee.com)



### **The Role**

We are looking for a high performing account manager to join our growing team in our London Headquarters to help manage increasing growth in our For Professionals wholesale sales channel and drive customer retention/frequency of purchase from potential customer accounts using the IKAWA Sample Roaster for Professionals.

You will be responsible for managing and supporting a network of global resellers, ensuring that they are in the best possible position to continue growing the IKAWA brand and product adoption in key markets. As the main point of contact for partners in eight countries, you will be the linchpin within the team tasked with coordinating, representing, and acting on behalf of our partners to best support them and ultimately, to maximise the growth potential in each market.

As well as growing existing wholesale partners, you will be tasked with identifying, researching, acquiring, and on-boarding new partners with the aim of finding the right partners to quickly expand our reach and penetration in key markets.

The role will involve building strong, positive, strategic relationships with key partnership contacts, across many different countries, cultures, and languages. International travel for partnership meetings and events will be ever-present in the role.

In addition to these responsibilities, over time you will be taking a lead role in driving adoption at some of the largest and most influential coffee companies in the world by planning and implementing complex end-to-end B2B sales, as well as offering on-going support to help customers imbed IKAWA into their existing process for buying/selling green coffee.

Reporting to our Head of Sales directly, you will have great potential to grow and develop as you demonstrate a high level of performance in what is an important role within the sales function.

### **Responsibilities**

#### Wholesale Account Management

- Account manager for 8 international partners, developing strong and collaborative relationships with each.
- Supporting partners in sales, marketing, and at international events to quickly and effectively achieve market penetration, grow market share, and achieve ambitious sales targets, in each market.
- Managing partnership budget, support delivery, and sales forecast.
- Researching, acquiring, and on-boarding new wholesale partners in key markets.
- Taking the lead role in delivering or coordinating partnership customer service, operations support, and technical advice; being the internal voice of the partner to ensure a high service and support is achieved.
- Acting as Ambassador when representing the company and products to partners and within their markets.
- Coordinating new and existing global safety certifications.

#### Key Account Management

- End-to-end planning and implementation of complex B2B sales.
- Building strong relationships, selling and presenting in person, over the phone and by email.
- Driving adoption through strategic and tactical initiatives.
- Responsible for managing relationships of key accounts.
- Delivering and/or organising customer support and operations.

### **Experience, Skills and Personal Qualities**

At least 1-2 year(s) of directly relevant experience, specifically in international wholesale account management. Desired candidate is already aware of IKAWA and will have knowledge of the coffee sector, having worked in the industry in some capacity.



#### Essential

- Experience in managing and supporting partners (ideally in sales and marketing capacities).
- Proven skills in building relationships and persuasively demonstrating products or services.
- Excellent project management skills, able to balance workload & prioritise effectively.
- A clear and persuasive verbal and written communication style.
- Strategic thinker, with a demonstrable understanding of sales and marketing principles and concepts.
- Results orientated and highly competent in sales (complex, end-to-end, B2B preferred)
- Commercially astute.
- Proactive, resourceful, confident, and professional in approach.

#### Desired

- Experience and success building and developing a network of international partnerships.
- Experience within the coffee industry, with a sound understanding of the global coffee industry.
- Experienced working in both sales and marketing capacities.
- Multiple languages spoken.
- Basic technical/engineering understanding.

#### Location

Our office and workshop is located at:  
IKAWA Ltd, Unit 8 and 9, Bayford Street Business Centre, E8 3SE

#### Contract

Full time (Monday - Friday), with a requirement to manage alternative hours for international travel and time zones.

Immediate start available, but notice periods considered.

#### Remuneration

Competitive salary based on experience.

Company benefits including MacBook, Home Roaster, team incentives and activities, perks, occasional travel, L&D opportunities, 22 days' holiday plus bank holidays, access to company pension scheme, ride to work scheme.

#### Application

Please send a CV, a cover letter, maximum one side, including the thing that excites you most about this role, and setting out how your experience meets the job description, to [jobs@ikawacoffee.com](mailto:jobs@ikawacoffee.com).

Please contact Matyas Tamasi, HR Manager with any queries on +44(0)7397512324.