



JOB/PERSON SPECIFICATION

JOB TITLE: Key Account Manager (LED)

REPORTS TO: General Manager SHARP LED Lighting Europe

DEPARTMENT: LED Lighting, Europe

LOCATION: National

MAIN PURPOSE OF JOB:

- A newly created Sales responsibility within SHARP LED Lighting Europe, reporting to the General Manager

KEY RESPONSIBILITIES

- Establishment, development and maintenance of a sales network in the new business unit of SHARP LED Lighting Europe
- Identifying existing opportunities within SHARP Europe
- Creation of new and direct sales opportunities
- Identification and acquisition of new customers
- Maintenance and management of existing SHARP customers
- Building, development and coordination of business relationships with architects, lighting planners, customers and internal contact persons
- Identification of new projects and successfully winning projects
- Support and provision of market and customer information to Product Development Manager and Marketing & Communication Manager
- Reporting and analysis of sales figures
- Preparation and timely, accurate reporting of forecasts, targets and budgets
- Monthly reporting on agreed targets
- Attendance at fairs, product trainings and other customer events when required

PERSON SPECIFICATION

- More than 5 years of extensive experience in lighting and LED technology
- University degree or equivalent education in marketing, economics or business administration
- Basis of technical knowledge in LED lighting
- Established reputation and experience in the European lighting market
- Competence and extensive knowledge in the LED luminaire market, capability in analysing competitor positions in the market and their products
- Established network to architects, lighting planners and designers
- Highly motivated individual, self-starter and ambitious to deliver sales targets
- Team player and hands on attitude fitting with a new business environment
- Analytical and entrepreneurial thinking
- Willingness to travel (over 50 % of job role)
- Strong communication, presentation and commercial skills

- Excellent German and English, written and spoken
- Microsoft Office/Dialux and relevant software tools
- Multi-cultural understanding and behaviour