

Reseller Manager



Job Title: Reseller Account Manager (Hybrid, London)

Base salary: £40-50k + benefits and bonus

Location: Hybrid role, working 3 days per week from our Lewisham, London HQ

Start date: As soon as possible

With customers in over 100 countries, IKAWA has redefined how both professionals and home coffee drinkers think about roasting coffee.

IKAWA means coffee in Kirundi, which is the language of Burundi. It was from his time growing up in Burundi that our Founder, Andrew Stordy, had the idea for the IKAWA roaster.

It inspired him to create IKAWA with a mission to invent solutions to drive change in coffee, from farm to cup.

The Role

The role reports to our Head of Sales and you will grow our reseller sales by establishing new, and developing existing, reseller partnerships working in close collaboration with Operations, Finance, Sales and Marketing at IKAWA to deliver on our exciting expansion plans. Key responsibilities include:

- Working with the Head of Sales to develop and implement comprehensive wholesale strategies to drive revenue growth and expand the brand's presence in the market.

- Build and maintain strong relationships with existing and potential reseller accounts, ensuring excellent customer service and satisfaction.
- Oversee all 'end to end' aspects of each reseller account across fulfilment, logistics, product management, technical support, marketing and after-sales service working with operations, finance, sales and marketing to ensure reseller needs are met.
- Develop detailed reseller accounts and growth plans, including sales, marketing, after-sales servicing, setting goals and ensuring targets are met.
- Arranging and managing monthly reseller account review meetings, providing support for trade shows and planning events.
- Analyse market trends, competitor activity, and customer preferences to identify opportunities for the development and growth of channel revenues.
- Management of up-to-date reseller sales forecasts and goals; communicating with resellers and internal teams to ensure clarity of demand and production capacity.
- Detailed monitoring of reseller sales and service performance providing regular reports to senior management, highlighting key insights and recommendations.

Who You Are

- + 3 years managing and growing large B2B accounts/wholesale partners internationally
- Commercially astute with an ability to influence and negotiate
- Highly personable, great at building, owning and managing relationships
- Outstanding organisational skills, bringing experience in strategic account development
- Good command of Excel and PowerPoint, excellent presentation skills
- Strong planning and project management skills
- Self-starter who can balance workload and prioritise effectively
- Results-driven, motivated by creating solutions with a strong customer service ethos
- Available to travel internationally.

Desirable, but not essential

- *Experience of working and/or knowledge of the coffee sector*
- *Experience working with resellers in China, Korea, Japan, and Southeast Asia*
- *Foreign language skills*
- *Skilled in the use of CRM tools such as Salesforce*
- *Experience using project management tools such as Notion, Asana etc.*

Additionally

- We value people who have a positive proactive attitude to work
- Ability to work independently and as part of a team
- Ability to work under pressure, solving problems and working to deadlines, while remaining organised and efficient
- Must be able to be on-site in our offices in East London at least 3 days a week