



Business Account Manager – Pet & Animal Feed and Human Nutrition Sectors

UK-Based | Hybrid Working Options

About Us

Willows Ingredients Ltd is a trusted and leading distributor of high-quality raw materials for the Animal Feed and Human Nutrition industries, with a strong presence in the UK, Ireland, and Europe. Our core business is built around our customers — providing tailored ingredient solutions, exceptional service, and a commitment to innovation and quality.

We specialise in sourcing and supplying premium ingredients for the Animal Feed, VMS, and Human Nutrition sectors, helping our customers deliver outstanding results in their markets.

As part of our continued growth strategy in the UK, we are now seeking an experienced and dynamic Account Manager for Pet and Animal Feed & Human Nutrition to join our UK Sales Team. This is a key role to manage a portfolio of existing accounts and drive new business development in the Human Nutrition and Pet and Animal Feed sector.

The Role

As our Business Account Manager, you will:

- Take ownership of an agreed portfolio of Animal Feed accounts, VMS, and Human Nutrition accounts, developing strong relationships, providing the best solutions, and increasing the existing business.
- Identify and convert new business opportunities within the Animal Feed, VMS, and broader human nutrition sectors in line with company growth objectives.
- Understand and respond to customer needs, addressing their pain points and proactively meeting their requirements.
- Maintain regular communication and support for your accounts, including in person visits, ensuring high levels of customer satisfaction and retention of your accounts.
- Agree on your budget and achieve sales targets, margins, and growth objectives, contributing to the overall UK Sales budget.
- Prepare and deliver weekly sales reports to the UK Head of Sales, providing updates on sales activities, performance against budget, and market intelligence.
- Collaborate with the internal Sales Support, Quality Purchasing, and Logistics teams, follow internal processes and procedures to enable smooth delivery of best service to our customers.
- Attend relevant industry events, exhibitions, and customer meetings to strengthen relationships and identify market opportunities.

- Provide feedback on what is happening in the market, what your customers are communicating to strengthen relationships, and identify market opportunities.
- Present as a positive ambassador for Willows Ingredients, promoting our Can do Will do philosophy and commitment to customer service.

Key Responsibilities

- Meet and exceed individual sales targets and contribute to overall company growth.
- Regularly engage with key accounts to ensure high levels of satisfaction and retention.
- Identify customer pain points and provide tailored solutions to address their needs.

About You

We are looking for someone with:

- Minimum 3-5 years' experience in sales account management or business development role with proven ability to sell Pet and Animal Feed as well as VMS and nutritional ingredients for the Human nutrition sector.
- Strong understanding of the UK market dynamics with extensive knowledge of the animal feed and human food nutrition market, including customer needs.
- Excellent communication and people skills, with the ability to build and maintain strong customer relations.
- Ability to work independently and manage multiple accounts effectively.
- Strong analytical and critical thinking skills.
- A proactive, 'can-do' approach with the ability to manage multiple accounts and priorities.
- Full UK driving licence and willingness to travel as required within the UK and occasionally to Ireland or Europe.

What We Offer

Working Arrangements

- Three days in the office and two days working from home after the initial 6 months' probation period. Open to mutually suitable arrangements around number of days in the office for the right candidate.
- Monday to Friday 9am to 5pm with 4pm finishing time on Fridays

Benefits

- Attractive performance-based bonus.
- Company car allowance, mobile phone, and laptop.
- Effective quick decision-making process.
- Employee Assistance Programme.
- Personal Health Insurance following 6 months' probation period.

- Option to join Company Pension scheme following 6 months' probation period.
- The opportunity to join an ambitious, supportive, growing business.
- Onsite parking.