

CS59 Key Account Manager

Disclaimer

These Occupational Frameworks and Skill Profiles have been developed as workforce planning, occupational mapping and skills reference resources for the Australian textile, clothing and footwear (TCF) industry. They are intended to describe the typical functions, responsibilities, skills and capabilities associated with occupations across the industry.

These documents are not intended to replace or override industrial instruments or employment arrangements, including awards, enterprise agreements, employment contracts, position descriptions, classification structures, licensing or regulatory requirements, or other statutory obligations. Where differences arise, the relevant industrial, legislative or regulatory requirements take precedence. The Skill Profiles should be used as complementary reference documents to support workforce planning, career development, training and skills recognition.

1. Job role

TCF sub-sector	Cross-sector
Job role	CS59 Key Account Manager
Job role description	Manages strategic customer accounts and long-term client relationships to drive revenue growth, customer retention and business development across TCF sectors. In the TCF industries, where customers may include retailers, manufacturers, service clients and institutional customers, the Key Account Manager develops account strategies, coordinates internal teams and ensures high levels of service delivery, aligning customer needs with organisational capabilities.
Performance expectations	- Managing and growing key customer accounts. - Maintaining long-term customer relationships. - Achieving revenue and account growth targets. - Developing account strategies and plans. - Coordinating internal teams to meet customer requirements. - Ensuring high levels of customer satisfaction. - Identifying cross-selling and upselling opportunities. - Maintaining accurate account records and Customer Relationship Management (CRM) records. - Resolving customer issues and escalations. - Supporting business development and market expansion.
Specialisation	Account management, business-to-business (B2B) sales, contract management, customer relationship management and business development.
Application in other TCF sectors	- Apparel production supporting major retail and wholesale accounts. - Textile manufacturing supporting B2B and industrial clients. - Footwear production supporting distribution and retail partnerships. - Leather goods production supporting premium and wholesale accounts.

	• Dry cleaning and laundry services supporting commercial and institutional clients. • Technical textile and specialty services supporting specialised contracts. • Manufacturing and service industries supporting key account management functions.
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2. Key tasks and critical work functions

Key tasks	• Managing relationships with key clients. • Developing and implementing account plans. • Coordinating with production, logistics and service teams. • Monitoring account performance and KPIs. • Negotiating contracts and service agreements. • Identifying growth opportunities within accounts. • Maintaining CRM and account documentation. • Resolving customer issues and escalations.
Critical work functions	• Maintaining strong and profitable client relationships. • Ensuring delivery of agreed service levels. • Aligning internal operations with customer expectations. • Driving revenue growth within accounts. • Managing risks and resolving account issues. • Maintaining accurate account data and reporting. • Supporting long-term customer retention.

3. Technical skills

CRM systems	Managing customer accounts and interactions using CRM platforms.
Account planning	Developing structured account strategies and growth plans.
Contract management	Managing agreements, pricing and service levels.
Sales analytics	Monitoring account performance and revenue metrics.
ERP systems	Coordinating account activities with production and logistics systems.
Customer data management	Maintaining accurate account records and insights.
Reporting tools	Preparing account performance reports and forecasts.

4. Generic Skills

Relationship building	Developing strong long-term client partnerships.
Communication	Engaging effectively with clients and internal teams.
Negotiation	Managing contracts and agreements.
Strategic thinking	Planning account growth and development.
Problem solving	Resolving client issues and challenges.
Leadership	Coordinating cross-functional teams.

5. Emerging skills

Emerging skills	• Using advanced CRM and customer analytics platforms. • Applying data-driven account management strategies. • Integrating digital and omnichannel customer engagement. • Supporting sustainability and Environmental, Social and Governance (ESG) focused client requirements. • Using AI tools for customer insights and forecasting. • Managing global and digitally connected accounts.
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6. VET Qualifications and Skill Sets

Entry-level preparation	BSB50120 Diploma of Business or equivalent.
Advanced development	BSB60120 Advanced Diploma of Business or equivalent or bachelor's degree in business, marketing or management.

7. Job progression

Possible job progression	Sales Representative → Key Account Manager → Senior Key Account Manager → Sales Manager → Commercial Director.
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8. Classification

Australian Qualifications Framework	AQF Level 4-7.
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 2.
Open Source Classification of Occupations for Australia (OSCA)	221633 Sales Representative [Industrial products].



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