

Senior Account Manager (BRAND: TWP)

About Parrot Agency:

Parrot Agency is a fashion agency representing, selling, and strategically positioning a variety of fashion brands (see our brands at www.parrotagency.com). We maintain strong relationships with both national and international retail partners, including leading online players such as Net-A-Porter, prestigious department stores like Bergdorf Goodman, Harrods, and Liberty, as well as exclusive luxury boutiques worldwide. Our enthusiastic sales team is dedicated to providing the best service and building strong customer relationships. With our global reach, we aim for optimal visibility and distribution of our brands. Our office in Amsterdam is home to a young, informal, experienced and innovative team working towards ambitious goals.

Job Description:

As a Senior Account Manager at Parrot Agency in this role you will be responsible for managing sales business for the brand TWP, with a focus on the European market specifically. In this dynamic role, you will oversee the full sales cycle and take the lead in developing and executing a strategic sales plan tailored to this brand. Your responsibilities will include identifying growth opportunities, driving distribution strategies and analyzing market data. This entails reviewing sales performance, maintaining and expanding client relationships, and crafting a thoughtful and effective distribution plan. You will also work closely with our internal teams to ensure seamless alignment and execution of various sales projects for TWP. Your experience in the fashion industry and your communication skills and broad network enables you to thrive in this role. Given the physical presentations of the collections in showrooms across Antwerp, Paris and New York, a willingness to travel is essential. You will report directly to the (Global) Sales Director.

Responsibilities:

- Independently manage and grow the brand TWP within the European market, taking full ownership of its development and distribution plan.
- Build and maintain strong relationships with both existing and potential retail partners.
- Act as a key point of contact for the brand, ensuring clear, consistent and constructive communication.
- Collect and analyze weekly selling & share insights and strategic interpretation including growth opportunities with the brand.
- Develop and implement strategic distribution plans tailored to the brand's positioning and growth opportunities in the EU region.
- Manage after-sales processes and ensure seamless execution of retail orders, including payments, shipments, and specific customer requests.
- Lead and represent brand and sell directly to retail partners during showroom appointments (including planning and follow up).
- Visit retail partners regularly to manage visual merchandising and brand training.
- Partner with marketing teams to create opportunities for brand awareness and sales.
- Work closely with internal teams to ensure brands and clients needs are fully met, from planning to execution.

Profile candidate:

- Proven experience in the fashion industry and sales, a broad network is a plus.
- Bachelor and/or Master's degree. Strong command of English (spoken and written) is required; Dutch is a plus.
- Excellent communication skills with experience in building and maintaining long-term client relationships at various business levels.
- Proactive, analytical skillset, commercially driven and capable of identifying sales opportunities.
- Able to work precisely, independently, but also capable of acting as team leader/member.
- Interest in fashion and developments within the industry and innovations in the retail environment.

What we offer:

- An interesting and challenging role in the fashion industry at a growing agency and brand.
- Dynamic and stimulating work environment with a young experienced and enthusiastic team.
- Market competitive salary
- Independent role at a growing sales agency

Are you excited about this opportunity at Parrot Agency? Then send your CV and a short motivation letter to jobs@parrotagency.com. We look forward to hearing from you and potentially welcoming you to our team!