

ROLE PROFILE TEMPLATE

Job Title	Business Development Executive
Business Unit	WG&S UK
Function/Region	Commercial – Field Sales Team
Location	Various
Leader	Regional Sales Manager
People Leadership	None
Job Level	5
<p>Role Purpose</p> <p>To activate our premium brands by implementing activation and visibility programmes in premium On Trade outlets within the allocated territory, recruiting consumers. Managing a territory to exceed distribution and visibility targets.</p>	
<p>Accountabilities</p> <ul style="list-style-type: none"> Working within a team and as a self-driven individual, manage a core number of Premium, Select and Exclusive accounts within a territory to deliver the On Trade brand building plan and activation programme. KPIs on delivery against Distribution and Visibility as well as growing Gross Contribution of your top accounts. Securing portfolio range distribution and cocktail menu status in key outlets to drive sales and advocacy of our brands. Work closely with your Team, Leader and Customer Marketing. Network with the key influencers in the territory and key route to market colleagues. Achieve preferred partner status with key outlets by developing tailored solutions to meet consumer needs and establishing expert status through advice on the Spirits Category, proposing range by segmentation. Deliver brand training modules to educate bar professionals and utilise Brand Ambassadors to supplement this as appropriate. Record all relevant outlet information via the Customer Record Management system (Salesforce) and deliver presentations through use of WGS Brand App. Identifying opportunities via Category Management data available and networking with customers to identify new brand / outlet opportunities that enable the targeting of the right consumers. Use of WGS P&L to deliver profitable long-term growth of our Brands across their whole account base. To make commercial decisions on where best to spend your time and invest in our assets to drive growth in the right accounts. To identify and win new and suitable outlets within your territory where WGS may not currently have any presence. Effectively plan and manage the working day to ensure coverage is achieved at key trading times of customers. This will involve evening work and a requirement to live in the territory's core postcode. Ensure, that customers are equipped to serve and promote WGS Brands to consumers and enable them to become future champions / ambassadors for our brands. Promoting of WGS brands through own social media outlets and that of customers. Effective journey planning to ensure adequate callage of current customers throughout the year. Brand Champion for one / various WGS Brands and responsible for full reporting throughout the year. 	
Created by:	
Date:	
HRBP:	
Date of last revision:	

Role specific competencies and skillset *(FOR INTERNAL USE ONLY):

<p>Relating and Networking</p> <ul style="list-style-type: none"> • Establishes good relationships with customers and staff • Builds wide and effective networks of contacts inside and outside the organisation • Relates well to people at all levels • Manages conflict • Uses humour appropriately to enhance relationships with others 	<p>Persuading & Influencing</p> <ul style="list-style-type: none"> • Makes a strong personal impression on others • Gains clear agreement and commitment from others by persuading, convincing and negotiating • Promotes ideas on behalf of self or others • Makes effective use of political processes to influence and persuade others
<p>Presenting and Communicating Information</p> <ul style="list-style-type: none"> • Speaks clearly and fluently • Expresses opinions, information and key points of an argument clearly • Makes presentations and undertakes public speaking with skill and confidence • Responds quickly to the needs of an audience and to their reactions and feedback • Projects credibility 	<p>Delivering Results & Meeting Customer Expectations</p> <ul style="list-style-type: none"> • Focuses on customer needs and satisfaction • Sets high standards for quality and quantity • Monitors and maintains quality and productivity • Works in a systematic, methodical and orderly way • Consistently achieves project goals.
<p>Planning and Organising</p> <ul style="list-style-type: none"> • Sets clearly defined objectives • Plans activities and projects well in advance and takes account of possible changing circumstances • Identifies and organises resources needed to accomplish tasks • Manages time effectively • Monitors performance against deadlines and milestones 	<p>Formulating Strategies and Concepts</p> <ul style="list-style-type: none"> • Appropriately follows instructions from others without unnecessarily challenging authority • Follows procedures and policies • Keeps to schedules; arrives punctually for work and meetings • Demonstrates commitment to the organisation • Complies with legal obligations and safety requirements of the role

Company values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Skills, Qualifications and Experience:

Essential:

- Strong financial acumen.
- Able to demonstrate an understanding of the balance between commercial delivery and the brand building agenda.
- Excellent IT skills; skilled in using data to interpret insights.
- Strong relationship management skills.
- Ability to influence at a variety of levels.
- Excellent presentation skills – prior experience of delivering training / presentations would be highly advantageous.
- Adaptable, resilient, creative and extremely organised.
- Full, clean UK Driving Licence.

Desirable:

- Educated to degree level.
- Sales or marketing experience; knowledge and experience of activating brands in the On Trade.
- Experience working in or with premium On Trade outlets.
- WSET qualification and knowledge of the spirits industry.