



Job Title	Senior District Manager, Chains
Job Level	4A
Location	Home-based
Business Unit	ODCBU
Function	Sales
Leader	Region Manager
People Leadership	N/A
Role Purpose	
<p>Responsible for developing and implementing HQ account strategies in order to achieve brand, volume, and KPI objectives. Establishes strong relationships with account decision makers in order to maximize WGS business and brand presence and works closely with WGS Sales team to ensure flawless execution of chain programs through distributor/broker organization.</p> <p>Solely managing a retail channel that is uniquely complex due to number of touchpoints in order to lead profitable WGS growth.</p>	
Responsibilities	
<ul style="list-style-type: none"> • Establishes all WGS activity in assigned off premise chain accounts, including volume planning, spending initiatives, and KPI objectives. Develops customized off-premise channel strategies and programs, as required, in order to advantage WGS. Securing account commitment to WGS goals and initiatives. Develops strong relationships with the Account Buyer/Category Manager to effectively enhance WGS portfolio of brands. Work with local distributor merchandising teams to ensure monthly ads and chain programs are being executed. • Effectively communicates all National Account programs to WGS Sales, Marketing teams and to Distributor/broker management in order to ensure exceptional execution of approved programs. • Monitors all market performance and program results through Nielsen tracking, in-market surveys, and Distributor reporting in order to ensure WGS volume targets and sell-through objectives (display, distribution, shelf facings, etc) in the assigned accounts are achieved. Reports market conditions, competitive activity to WGS senior management. • Monitors all market spending to ensure that monies are effectively spent, maximizing value creation. Manages budgets so that spending stays within assigned budgets. Conducts ROI analysis on all major programs executed within assigned accounts. Makes appropriate recommendations based on ROI analysis. • Reports on market results, as well as changing market activity on a routine basis. Provides recommendations on market actions needed in order to ensure WGS plan achievement in the off premise chain channel. • Manages pricing within all assigned accounts so the everyday and feature pricing/promotional activity conforms to brand strategies. Ensures that all elements of merchandising standards, and brand positioning conform to WGS brand guidelines and strategies • Meets with Distributor management in order to secure commitments to WGS goals and initiatives. Uses category management expertise in order to maximize WGS distribution, shelf presence, cold box presence, feature ad support, and display impact in all assigned accounts. 	



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

Core Competencies:

Presenting and Communicating Information

- 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

Applying Expertise and Technology

- Applies specialist and detailed technical expertise
- Develops job knowledge and expertise through continual professional development
- Shares expertise and knowledge with others
- Uses technology to achieve work objectives
- Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity
- Demonstrates an understanding of different organisational departments and functions

Analysing

- Analyses numerical data, verbal data and all other sources of information
- Breaks information into component parts, patterns and relationships
- Probes for further information or greater understanding of a problem
- Makes rational judgements from the available information and analysis
- Produces workable solutions to a range of problems
- Demonstrates an understanding of how one issue may be a part of a much larger system.

Planning and Organising

- 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

Delivering Results & Meeting Customer Expectations

- 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.

Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organization
- Demonstrates financial awareness
- Controls costs and thinks in terms of profit, loss and added value



Skills and Qualifications:

Essential:

- Exceptional skills in strategic thinking, relationship building, and negotiation
- Excellent verbal, written, and listening communication skills
- Advanced problem solving and analytical skills are also required in order to achieve channel business plan
- Strong personal drive; advanced influencing skills; advanced Distributor management capabilities; exceptional team-building capabilities
- Expressing confidentiality in dealing with trade
- A strong background in the consumer products industry is required, with the number of years experience dependent on the complexity of the Chain Accounts customers. A strong background in Category Management and the utilization of syndicated data is also a requirement. It is preferred that the candidate have a minimum of 3 years' experience, with Wine & Spirits experience highly valued
- Excessive travel is necessary, occasionally requiring air travel; must have a valid driver's license

Desirable:

- Bachelor's Degree is strongly preferred; Master's Degree in Business Administration or a related field is desirable